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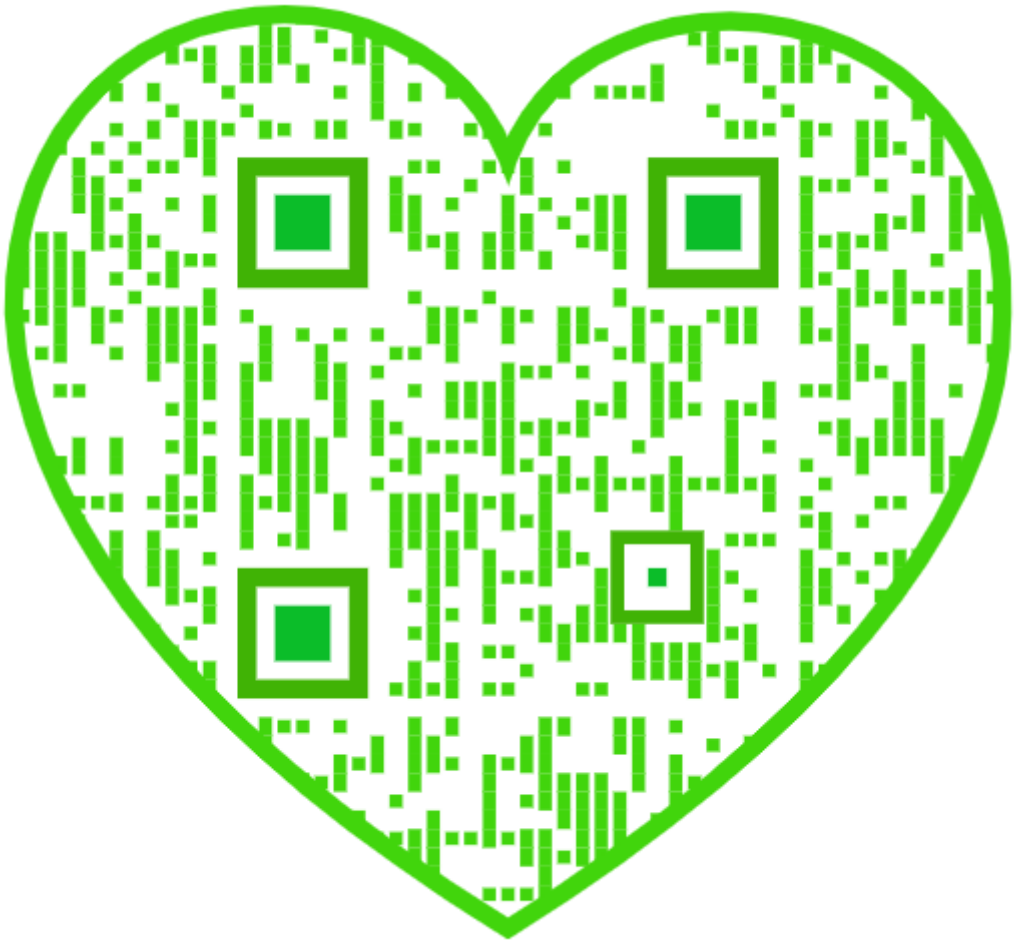

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CONTENTS OF REEL 188

1) The Tobacco world, v. 53, 1933
MNS# PSt SNPaAg188.1

2) The Tobacco world, v. 54, 1934
MNS# PSt SNPaAg188.2

Title: The Tobacco world, v. 53

Place of Publication: Philadelphia, Pa.

Copyright Date: 1933

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130 0 Tobacco world (Philadelphia, Pa.)
245 14 The Tobacco world
260 Philadelphia, [Pa. $bs.n.]
300 v. $bill. $c38 cm.
310 Monthly $bApr. 1936-
321 Weekly $b<1902>-1909
321 Semimonthly $bJan. 1910-Mar. 15, 1936
500 Description based on: Vol. 22, no. 1 (Jan. 1, 1902); title from caption
500 Published by Tobacco World Corp., Philadelphia, Pa., <19__>-
500 Some combined issues
500 "Devoted to the interests of importers, packers, leaf dealers, tobacco and cigar manufacturers and dealers."
500 Occasional missing and mutilated pages
515 Vol. 22, no. 38 (Sept. 17, 1902) mismarked as v. 22, no. 37; vol. 52, no. 14 (July 15, 1932) mismarked on cover as v. 54, no. 14
533 Microfilm $mv.22,no.1 (1902)-v.22,no.20 (1902),v.22,no.22 (1902)-v.22,no.33 (1902),v.22,no.35 (1902)-v.22,no.51 (1902),v.22,no.53 (1902)-v.24,no.42 (1904),v.24,no.44 (1904)-v.25,no.44 (1905),v.25,no.46 (1905)-v.26,no.42 (1906),v.26,no.44 (1906)-v.26,no.48 (1906),v.26,no.50 (1906),v.27,no.1 (1907)-v.28,no.11 (1908),v.28,no.13 (1908)-v.63,no.6 (1943),v.65,no.1 (1945)-v.65,no.12 (1945) $bUniversity Park, Pa. : $cPennsylvania State University $d1998 $e38 microfilm reels ; 35 mm. $f(USAIN state and local literature preservation project. Pennsylvania) $f(Pennsylvania agricultural literature on microfilm)
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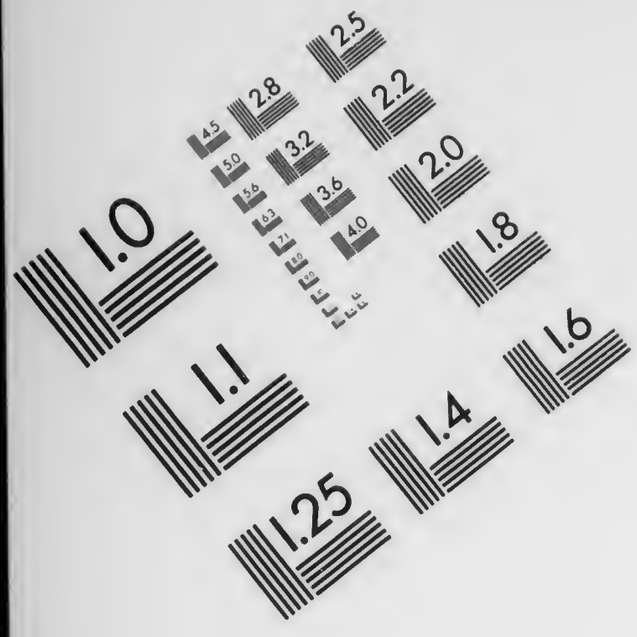

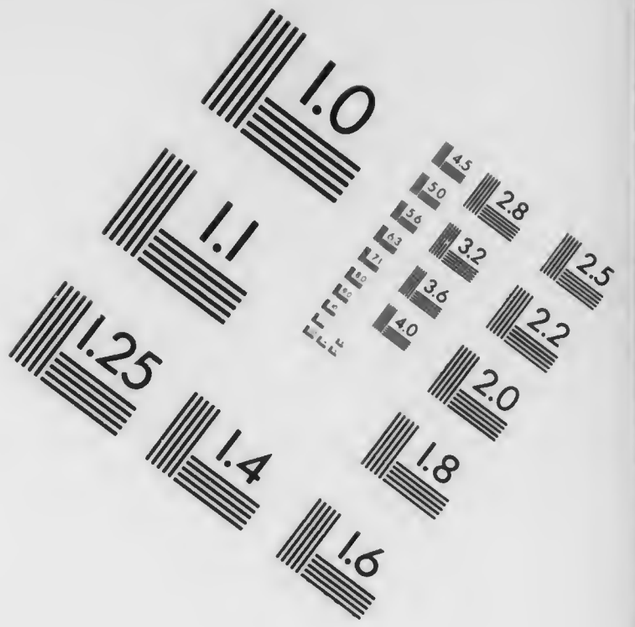

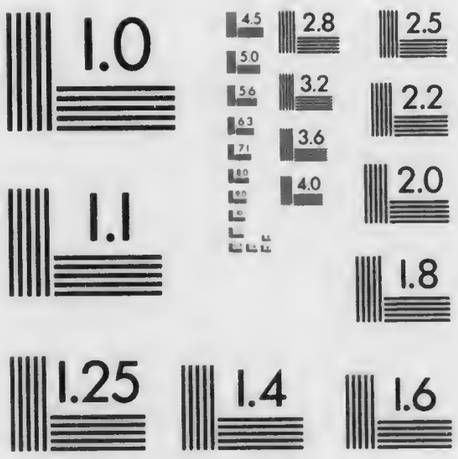

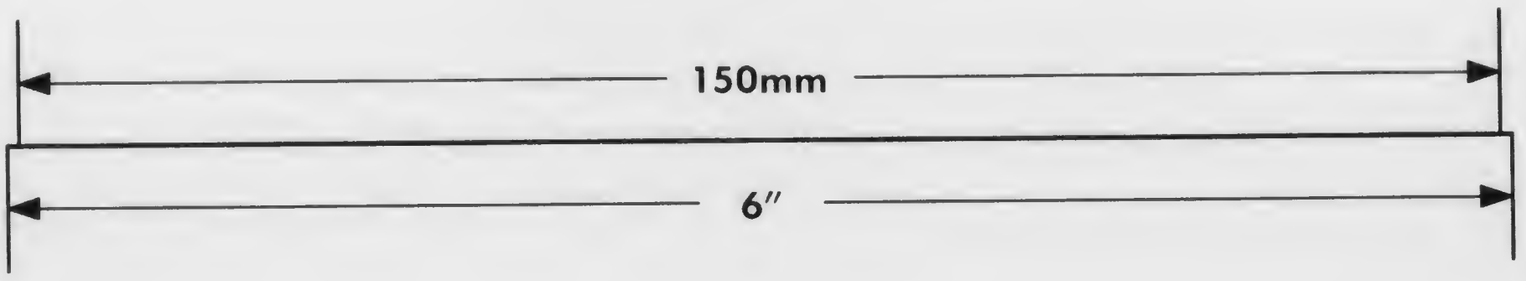

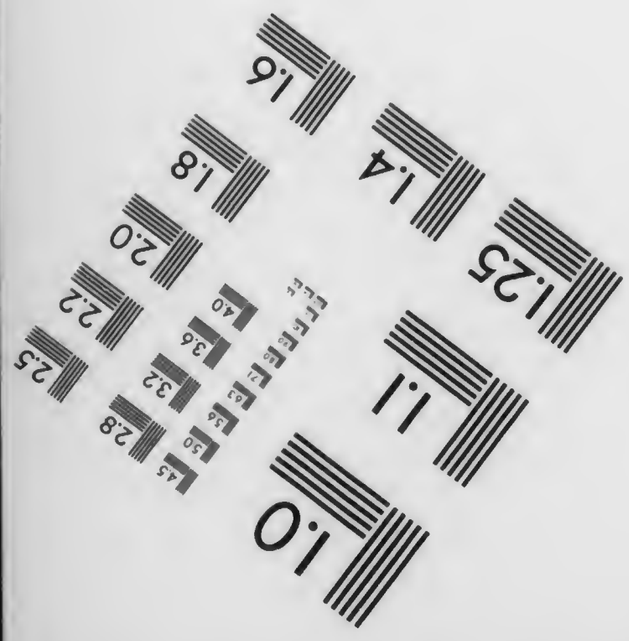

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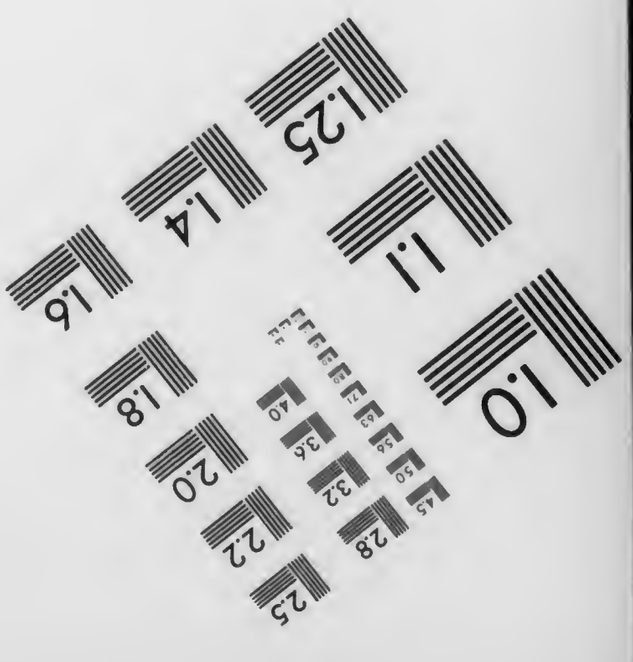

Volume 53

1933

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JANUARY 1, 1933

VOLUME 53 No. 1

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THE TOBACCO WORLD

Upon the Stability of An Organization Depends the Quality of Its Product and the Service Rendered

The prosperity or poverty of a nation depends, after all, not upon laws but upon the ability of its commerce and industry to maintain its markets and thus sustain employment.

The stability of any business is founded upon a definite standard of quality and the utmost in service.

The stability of AUTOKRAFT BOX CORPORATION guarantees to its customers an unvarying quality in the new improved AUTOKRAFT cigar box and a maximum of service.

Phila., Pa.
Hanover, Pa.
Cincinnati, Ohio

AUTOKRAFT BOX CORPORATION
LIMA OHIO
A Nation Wide Service

York, Pa.
Chicago, Ill.
Detroit, Mich.
Wheeling, W. Va.

PUBLISHED ON THE 1ST AND 15TH OF EACH MONTH AT 236 CHESTNUT ST., PHILA., PA.

After all nothing satisfies like a good cigar

WOODEN BOXES

Are the Only Natural Humidor for Cigars.

Pack your cigars in wooden boxes and preserve their delicate aroma, mellowness and flavor right up to the time they are passed over the counter to the customer.

Discriminating cigar smokers prefer to select their favorite brand from a wooden box—and it's good business to cater to the dealer and consumer by packing your cigars in wooden boxes.

WHEN BUYING CIGARS
Remember that Regardless of Price
THE BEST CIGARS
ARE PACKED IN
WOODEN BOXES

264555

Volume 53 — Number 1

THE TOBACCO WORLD

Established 1881
TOBACCO WORLD CORPORATION
Publishers
Hobart Bishop Hankins, President and Treasurer
Gerald B. Hankins, Secretary
Published on the 1st and 15th of each month at 236 Chestnut Street, Philadelphia, Pa.
Entered as second-class mail matter, December 22, 1909, at the Post Office, Philadelphia, Pa., under the Act of March 3, 1879.

$2.00 a Year — PHILADELPHIA, JANUARY 1, 1933 — Foreign $3.50

APR 29 1936

AN OPEN LETTER TO THE CIGAR INDUSTRY

AFTER a number of meetings, the Research Committee of your association has decided to engage the services of a neutral organization by whom the problems confronting our industry will be studied.

To wit: A group of business experts called Trade Ways, Incorporated, will make a thorough survey and their report will be brought before the Research Committee within about sixty days.

For the first time in the history of the cigar business a joint move is on its way to bring the industry out of its slump, and what is now needed is 100 per cent. co-operation by every firm of cigar manufacturers, cigar jobbers, cigar retailers and leaf tobacco merchants and their employees.

Our ideas are not to spend a large amount of money in advertising; we believe an educational and promotional campaign is more needed, and to make this move successful we need the support of every one identified with our industry.

Let us make a pledge to one another that we will smoke only CIGARS during the year 1933, that we will allow only cigar smoking in our establishments and that people entering our offices trying to sell us merchandise should not be made welcome while soliciting us, smoking anything else but cigars.

Let us constantly talk cigars to our friends and instruct our employees to do likewise.

We are making the best five and ten-cent cigars in the history of the cigar business. Let us make this fact known to the public and make them once more cigar-minded.

Our association needs new members. It is the duty of every cigar manufacturer to join this movement. Eighty-five per cent. are members and we want the remaining 15 per cent. to join. There must be no slackers in our industry!

Our problems and troubles are of long standing which cannot be corrected over night; the best brains in our industry are working with us.

Let us get out of the rut and join hands to make American Manhood Cigar-Minded!

ASSOCIATED CIGAR MFGRS. & L. T. DEALERS,
JOHN H. DUYS, *President.*

LOFT CANDY REPORT

Loft, Incorporated, reports for nine months ended September 30th, net profit of $58,383, after depreciation, amortization, taxes, etc., equivalent to 5 cents a share on 1,073,259 no par shares of capital stock. For the quarter ended September 30th, net loss was $43,281, after taxes and charges, comparing with net loss of $7576 in the preceding quarter, and net profit of $31,896, equal to 3 cents a share on 1,023,209 shares, in the third quarter of the previous year.

YORK COUNTY BANQUET WELL ATTENDED

THE ANNUAL BANQUET of the York County Cigar Manufacturers' Association was held in York, Pa., on December 15th, with more than 300 members and guests present.

The usual splendid dinner was served and instrumental and vocal music was furnished by the Susquehanna Mountaineers Jug Band.

T. E. Brooks, president of the association, presided as toastmaster and addressed the gathering on matters of interest and importance to the association and the industry. Mr. Brooks reported that in the first ten months of 1932 cigar production in York County had shown an increase of 14,984,601 cigars as compared with the same period of 1931, but cautioned those present that if quality and profits had been sacrificed to obtain this increase, it might well prove a loss eventually instead of a gain.

Other speakers present were R. M. Estes, of the Department of Revenue, Washington; Murray F. Snider, head of the Tobacco Division, Bureau of Internal Revenue, Washington; Albert H. Ladner, Jr., Collector of Internal Revenue, Philadelphia; William E. Brown, assistant to Mr. Ladner; Joseph A. Wilson, assistant chief of the income tax unit, Philadelphia, and Congressman Harry L. Haines, of Red Lion.

134 LANDLORDS CUT LIGGETT RENTS

J. Solis-Cohen, Jr., president of the Liggett Landlords' National Protective Association, told members of that organization at a meeting in New York City, on December 28th, that 134 of the 550 landlords of the chain drug company have agreed to a 25 per cent. reduction said to be necessary to avert receivership.

He said reductions already pledged total $575,000, and in addition many landlords have offered to make 10 to 15 per cent. reductions but have not yet signed pledges.

Roland S. Morris, of this city, chairman of the organization, estimated that the drug chain pays $7,000,000 annually in rent, and that unless $1,750,000 is voluntarily lopped off by landlords, Federal Judge George A. Welch, of this city, will order the receivership. He urged speed in signing the reduction agreements.

Other speakers at the meeting were Morris Wolf, of this city, counsel for the organization, and John A. Brown, of Detroit.

WALGREEN COMPANY DIVIDEND

Walgreen Company has declared an initial quarterly dividend of 25 cents a share on the common stock of the company, placing the issue on a $1 annual basis. The dividend is payable February 1st tc stock of record January 10th.

PHILADELPHIA.

Trade Notes

George Stocking, of the Arango y Arango factory in Tampa, was called to New York last week on a special trip, and stopped in at John Wagner & Sons, local distributors of the brand in Philadelphia.

Abe Caro, of the "Optimo" factory, was a recent visitor in town at Yahn & McDonnell Cigars, local distributors of the brand. The "Optimo" is maintaining its steady volume of sales in this market, and under present conditions better than most any other brand.

John Wagner & Sons, Dock Street distributors, closed the year 1932 with a highly gratifying holiday business, and December 26th found them entirely sold out on many popular sizes of such brands as "Romeo y Julieta," "Eden," "Garcia y Vega" and "Don Sebastian." On the "Don Sebastian" brand they were forced to wire for a rush shipment just prior to Christmas Day.

Benjamin C. J. Lumley, representing the "Garcia y Vega" factory and the "Dulce" and "Verdi" brands of the Sommerfeld Cigar Company, had a narrow escape last week when his car was struck and completely wrecked. Mrs. Lumley received slight injuries but is reported to be recovering rapidly, while Mr. Lumley escaped unhurt. However, Ben was forced to purchase a new car, which is some'pn for these times.

Yahn & McDonnell Cigars, local distributors of high-grade cigars and tobacco products, 617 Chestnut Street, reports an excellent volume of holiday business, with the "Blackstone" and "Optimo" brands showing up particularly well. Some sizes of the "Blackstone" brand were completely sold out, and the demand for the new "Corona" cigar was far beyond expectations and beyond the ability of the factory at Trenton, N. J., to fill. Several sizes of the "Antonio y Cleopatra" brand also were entirely sold out.

The annual general sales meeting of Bayuk Cigars, Incorporated, was held at factory headquarters, Ninth Street and Columbia Avenue, last week, with salesmen from all over the country present. Plans for 1933 were discussed and a general spirit of optimism for the New Year was very much in evidence.

The "Habanello" factory (George Zifferblatt & Company), South Third Street, has closed a highly successful year and the factory was kept running right up to capacity and right up to the beginning of the holidays. A good volume of orders for their top sizes was a very gratifying feature of the "wind-up."

The new "Monticello" cigarettes, controlled by John Wagner & Sons, received a very warm reception on their introduction here just before the holiday season and the first shipment was entirely sold during the first week of their reception. The "Monticello" smoking tobacco, which was introduced here only a few weeks ago by the same firm was also oversold on some of their packings.

The "Royalist" factory (Grabosky Brothers, Incorporated), North Second Street, has closed a very satisfactory year of operation, and the orders for holiday shipments have cleaned the shelves in the stock room so that they will start off 1933 in an excellent position. Newspaper advertising inaugurated a few months ago on the "Royalist" brand was a strong factor in making 1932 a successful year for this firm.

"Punch" and "Upmann" imported cigars were much in demand for the holiday season, according to John Wagner & Sons, local distributors of these famous brands, and they were entirely sold out of them on December 24th. The holiday demand for imported brands was far beyond expectations and John Wagner & Sons were the recipients of the following shipments from Havana, according to the reports issued covering shipments of cigars from Havana during the first two weeks of December: From Leslie Pantin & Son, 5050 cigars; Por Larranga, 4000 cigars; H. Upmann S. A., 7000; Romeo y Julieta, 14,100 and 4500 cigars.

Smoke a FRESH cigarette

Camels are never parched or roasted

Camels are always mild because they are always fresh. A blend of choice Turkish and mellow, sun-ripened Domestic tobaccos, they are never parched or toasted. Enjoy their mild fragrance for just one day, then leave them—if you care to.

R. J. REYNOLDS TOBACCO COMPANY, *Winston-Salem, N. C.*

Don't remove the Camel Humidor Pack—it is protection against perfume and powder odors, dust and germs. Buy Camels by the carton for home or office. The Humidor Pack keeps Camels fresh

© 1933, R. J. Reynolds Tobacco Company

U. S. TOBACCO CO. EARNINGS GOOD

EARNINGS of the United States Tobacco Company are, roughly, a net of around $2,700,000, or about $5.55 a share. Net in 1931 was $3,020,779, equivalent, after preferred dividends, to $6.20 a share on the common stock, which was the highest since the company was formed.

This was partly due to lower leaf tobacco costs, partly to the steady demand for snuff and to increased consumption of smoking tobacco by former cigarette smokers.

It is expected that snuff withdrawals for November will show a much smaller decline than the 32.8 per cent. drop in October, as compared with 1931.

A similar development took place a little earlier, when a 28.5 per cent. drop in July was followed by declines of 0.19 per cent. and 2.9 per cent. in August and September respectively.

Smoking tobacco sales of the company have been holding up well.

Last year the company retired 29,200 shares of preferred stock, leaving only 26,000 shares of $7 preferred outstanding ahead of the 457,850 shares of common.

MOST SMOKES SOLD AFTER MEALS

More cigarettes are sold at 8:30 A. M., at 1:30 P. M. and at 7:30 P. M. than at any other hours of the day, according to a checkup recently reported in one of the leading tobacco publications. The results of this checkup indicate roughly that most smokers are inclined to purchase their supply of cigarettes a short time after eating their meals. In recent years, more people have been reaching for a cigarette after their meals than ever before, many having been won over to this form of smoking by the mellow, mild flavor of the modern toasted cigarette, whose true mildness is held to result from the use of choice tobaccos which are given the benefit of such modern manufacturing methods as the toasting process. This tendency of men and women to relish a smoke after eating has been recognized by the writer of popular verse who said that "the best of a meal is the smoke to follow."

CANADIAN TOBACCO SOLD

T. L. Kennedy, Canadian Provincial Minister of Agriculture, announced last week that eight million pounds of Canadian tobacco had been sold to an English tobacco company. This order, he said, had relieved the situation among Ontario tobacco growers who had been unable to sell their crops. Some weeks ago, after a conference with Colonel Kennedy, the growers planned to form a co-operative company to market the crop. In view of the English order, he said, the company will not be formed until next year.

ANOTHER TITLE FOR HOWARD CULLMAN

Howard S. Cullman, well known partner in Cullman Brothers, Incorporated, 161 Front Street, New York, leaf tobacco dealers, has recently been elected a director of the New York Title and Mortgage Company. Mr. Cullman has been a commissioner of the Port of New York Authority since 1927, and is also a director of the County Trust Company; president of the Beekman Street Hospital, and chairman of Governor Roosevelt's committee to review medical and hospital problems in workmen's compensation insurance.

SCHULTE ASKS HOLDERS TO ADOPT PLAN

THE Schulte chain of cigar stores last week announced a plan which, in effect, asks creditors to accept lower interest charges on fixed debt of companies in the Schulte group. The chain recently negotiated a reduction of $850,000 in annual rentals after appeal to landlords.

The details of the new plan, which embraces Schulte Retail Stores Corporation, include:

Holders of Schulco Company's $4,550,000 bonds are asked to waive sinking fund requirements.

A reduction of $62,500 in annual rentals paid by D. A. Schulte, Incorporated, to another Schulte subsidiary, the Central Manhattan Properties, Incorporated, is asked. This cut would necessitate the omission of dividends on the realty company's Class A stock, but there would be no reduction in interest on Central Manhattan bonds.

Holders of 45,000 shares of Huyler's of Delaware, Incorporated, preferred stock are asked to agree to a reduction from 7 to 4 per cent. of the guarantee made by Schulte Retail Stores Corporation of the dividend on such stock.

The company announced that in addition to the $850,000 saving in annual rentals already provided for, a further economy of $100,000 in this connection is anticipated. Wages and salaries of employees were reduced by $200,000 annually beginning October 1st last.

Under the plan, additional working capital for the companies will be provided by a secured loan of $750,000 from David A. Schulte for five years, bearing interest at the rate of 5 per cent per annum.

The letter from the Schulco Company bears the indorsement of the proposal by Lehman Brothers and Redmond & Company. The letter stated that the interest payable on the first of the issues on January 1st and the interest payable on the Series B bonds on April 1st will not be paid unless and until the proposal becomes operative.

The committee representing the interests of Central Manhattan Properties, Incorporated, security holders, is as follows: Edmund Seymour, William B. Noorgaard, Frederick T. Sutton and Thomas M. Claflin.

TASTE FOR COSTLY TOBACCO TRAPS BOGUS PRINCE

Harry Gerguson, who prefers to be known as "Prince Romanoff," and who has been sought by Federal authorities ever since it was reported that he had slipped by immigration authorities in New York a few days ago, was found on Wednesday in New York City because of his love of a high-priced smoking tobacco.

The "Prince," who has recently been released from a French prison, entered a Fifth Avenue tobacco shop to purchase some of his favorite tobacco retailing at $10 a pound and was recognized by the clerk, who notified the police.

Authorities have asserted that Gerguson has passed himself off as an Eton and an Oxford graduate, a former Yale student, a victim of a ten-year sentence in a German prison, "Prince Michael Alexander Obolenski, son by morganatic marriage of Alexander III of Russia," and cousin of the Prince of Wales.

Relating one day how he came to smoke this particular brand of tobacco, he said he was introduced to it while fox hunting with "my friend Edward—you probably know him better as the Prince of Wales."

THE RAID ON THE SABINE WOMEN

"Nature in the Raw"—as portrayed by Saul Tepper... inspired by the story of the Roman warriors' ruthless capture of the Sabine village for the express purpose of carrying off its women (290 B. C.). "Nature in the Raw is Seldom Mild"—and raw tobaccos have no place in cigarettes.

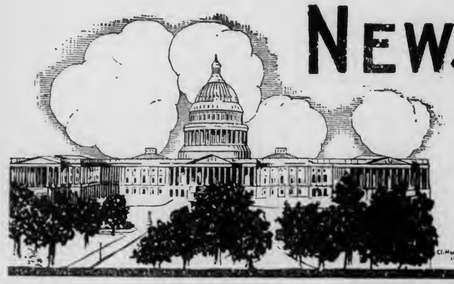
No raw tobaccos in Luckies —that's why they're so mild

Copr., 1932, The American Tobacco Co.

WE buy the finest, the very finest tobaccos in all the world—but that does not explain why folks everywhere regard Lucky Strike as the mildest cigarette. The fact is, we never overlook the truth that "Nature in the Raw is Seldom Mild"—so these fine tobaccos, after proper aging and mellowing, are then given the benefit of that Lucky Strike purifying process, described by the words —"It's toasted". That's why folks in every city, town and hamlet say that Luckies are such mild cigarettes.

"It's toasted"

That package of mild Luckies



NEWS FROM CONGRESS AND FEDERAL DEPARTMENTS

FROM OUR WASHINGTON BUREAU 622 ALBEE BUILDING

LEGISLATION imposing heavy taxes on chain stores in the District of Columbia as an example to the states will be pushed during the present session of Congress by Representative Celler, of New York.

The bill provides a license fee of $5 per year for independent stores, with chain units taxed at a progressive rate of $5 for the first store, $10 for the second, $15 for the third, and so on.

"Unless some drastic economic changes occur, by 1940 almost all the retail distribution will be in the hands of chain units, with practically no independent retailers left," Congressman Celler asserted.

"It is not my purpose to destroy chains. They represent mass distribution, a necessary corollary of mass production. They serve an economic necessity, otherwise they never would have grown so fast. They can exist and the independent can exist, but in order to put the independent upon a competitive parity with the chain it is necessary to tax the chains so that the greater the number of units the greater will be the tax or license per store."

Emergency legislation amending the bankruptcy law to provide a means for reorganization of corporations without resort to the regular bankruptcy machinery is under consideration by the judiciary committees of Congress.

Need for this legislation was urged upon Congress by Attorney General Mitchell in his annual report as a result of conditions which have manifested themselves since the completion by the Department of Justice of its exhaustive investigation of the bankruptcy situation, reported to the President last year.

"In the process of industrial and commercial reconstruction," Mr. Mitchell declared, "the voluntary adjustment and reorganization of business units without destruction through liquidation is essential to the restoration of trade.

"The cumbersome process of corporate reorganization through equity receiverships and mortgage foreclosures affords no hopeful opportunity in many cases for the speedy reorganization of going concerns, embarrassed by debt, even through agreement of large majorities of their creditors."

Legislation to deal with the situation has been introduced by Senator Hastings of Delaware, which would permit reorganization after the filing of a voluntary petition in the courts or before adjudication of an involuntary proceeding.

The procedure to be followed would require acceptance by two-thirds of the security holders who are to be bound by the plan and by its confirmation if the court deemed it to be equitable, with provisions for liquidating the corporate assets in case the plan was not seasonably proposed or accepted or was not confirmed.

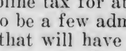
An opinion upholding the constitutionality of such a plan has been rendered by Solicitor General Thatcher, of the Department of Justice, who declared that the bill is in entire harmony with the views of the United States Supreme Court as to the nature of bankruptcy laws.

Tax revision legislation is expected to make its appearance in the House of Representatives during January.

In the first place, it will be incumbent upon the present session of Congress to provide for the continuance of the gasoline tax for at least another year, and there are said to be a few administrative features of the present law that will have to be taken care of to safeguard the revenues and to prevent discrimination against taxpayers.

A move will be made to eliminate some of the present nuisance taxes which bring in little revenue, and perhaps to restore the old two-cent rate of postage, at least to the extent of applying it to letters for local delivery. Some new forms of taxation may be conjured up to support the falling income of the Government.

The House is not now expected to favor a general manufacturers' sales tax, but it assuredly will be offered in the Senate as an amendment to any bill that passed the House.



For the first time since its inclusion in the tariff law, the American selling price is to be used as a basis of computation for the assessment of import duties, with the possibility that this method of equalizing costs of production at home and abroad may be more widely adopted in the near future.

Recommendations that the American selling price be used as the basis of duty were made by the United

(Continued on page 13)

DEMAND CONDITIONS IN THE BRITISH ISLES AFFECTING TOBACCO

THE consumption of tobacco products in the United Kingdom during the first five months of this year was equal approximately to that of the corresponding period of last year, according to J. B. Hutson, Tobacco Specialist of the Foreign Agricultural Service in Berlin. During January, February, and March this year withdrawals of tobacco for domestic consumption were well below those of the corresponding months last year and it began to appear that consumption, which, prior to that time, had been maintained at a high level compared with most other countries, might decline materially. However, withdrawals during April and May were above those of the corresponding months of last year and total withdrawals for the period January to May inclusive were not greatly different from those of last year.

In spite of the maintenance of domestic consumption of tobacco products, consumption by manufacturers of all important types of tobacco imported from the United States has been reduced further. Imports from the United States during the first five months of this year were 25 per cent. below those of the corresponding period of last year. It is estimated that more than half of this decline is reflected in reduced stocks. The remainder is due, in part, to the increased use of Empire-grown tobacco, and, in part, to reduced exports of manufactured cigarettes.

Flue-Cured Tobacco

It now appears that the consumption of flue-cured tobacco from the United States in cigarettes smoked in the United Kingdom will be between six and ten million pounds less in 1932 than in 1931. If cigarette consumption during the remainder of the year should be below that of last year, the higher figure is more probable, but, if cigarette consumption should increase, the lower figure is more probable. Consumption in 1931 was approximately 125 million pounds.

A large part of the increase in the 1931 Canadian crop of flue-cured tobacco is reported to have been purchased by British manufacturers. This tobacco probably will displace an equal quantity of flue-cured tobacco from the United States. Rhodesian flue-cured tobacco also has been in demand in some quarters and there may be some further displacement by this type. Due to preferential import duties and exchange rates, Canadian and Rhodesian flue-cured leaf costs manufacturers about 20 per cent. less than flue-cured leaf from the United States and the cost of the raw tobacco, including the import duty, amounts to more than one-half the retail selling price in the case of cigarettes made from flue-cured tobacco from the United States. Cigarette prices are being maintained in most cases at the levels prevailing prior to the increased taxes of last year and the depreciation of the currency. In addition, new brands of lower-priced cigarettes have appeared. These cigarettes are slightly smaller and probably contain tobacco slightly inferior to that contained in the higher-priced, more popular cigarettes. Some brands of these lower-priced cigarettes have been on the market for several years, but the low purchasing power of consumers is resulting in more consideration being given them than formerly and it appears that they are displacing to some extent higher priced cigarettes. In general, more Empire tobacco is used in the low than in the high priced cigarettes.

In 1931 approximately 145 million pounds of flue-cured tobacco were imported from the United States. In addition to that used in products consumed in the United Kingdom mentioned above, it is estimated that approximately seven million pounds were exported as leaf tobacco and approximately twenty million pounds were used in cigarettes that were exported. These estimates indicate that stocks were about seven million pounds smaller at the beginning of 1932 than a year earlier. Definite data are not available by types, but such information as is available indicates that stocks of the flue-cured types from the United States have been reduced further since January 1st. Stocks of all types were 4 per cent. smaller on June 1st than a year earlier and recently imports of some other types have been large.

The exports of cigarettes to China and India have declined to low levels, but exports to other countries from January to May inclusive this year were slightly above those of the corresponding period of last year. The exports of cigarettes to practically all countries declined substantially in 1931. It is probable that a part of the decline of last year and the further decline this year to China and India is due to the further development of the tobacco manufacturing industry in the importing countries. In view of the recent increase in takings by countries other than China and India and the large increase in shipments of leaf tobacco direct from the United States to China last year, further decreases in the takings of flue-cured tobacco by the United Kingdom, due to further losses in cigarette exports, may be offset by increases in takings of leaf tobacco in the United States by the countries affected.

There are no indications of any marked recent change in the consumption of flue-cured tobacco in the Irish Free State.

Dark Fire-cured and Air-cured Types

It now appears that the consumption of Henderson, Green River and Virginia fire-cured tobacco in the United Kingdom will be approximately two million pounds less in 1932 than in 1931. It is estimated that, in 1931, the consumption of these types was approximately ten million pounds. In importance, these types rank in the order listed and each is expected to share in the decline. These types are consumed chiefly in roll tobacco used largely in pipes. The consumption of this class of products is not expected to be reduced materially this year, but increased quantities of Empire-grown tobacco are being used.

Following the increase in the import duty in 1931, retail prices were increased for most of the brands made wholly or largely from dark tobacco imported from the United States. New brands, made entirely or largely from Empire-grown tobacco, were introduced by many manufacturers and these new brands were sold at the same or slightly lower prices than those prevailing for the old brands prior to the increase in the import duty. Sales of these new brands are increasing. The better grades of wrappers from the United States are being displaced to a less extent than are other grades.

Approximately four million pounds of Paducah fire-cured, Henderson fire-cured and air-cured and Green River tobacco have been used annually in the Irish Free-State in recent years. Here Empire-grown tobacco enjoys no preferential duty and but little change is expected in the consumption of the types mentioned during the present year. Recently purchases for the Irish market have been below normal. One of the largest manufacturers, formerly a large buyer at Owensboro and Henderson, made practically no purchases last season. This firm has indicated that it expected to close its Dublin factory because of unfavorable legislation.

MATCH COMPANY SUIT DISMISSED

ON December 20th, Federal Judge John C. Knox dismissed without prejudice a suit brought by the Irving Trust Company, a trustee in bankruptcy for the International Match Corporation, to set aside transfer of 350,000 shares of Diamond Match Company stock to four banks. An action for similar relief is still pending in the New York State Supreme Court.

The stock in question was posted as collateral for loans aggregating $3,800,000 which were made to International Match. On June 23d last a stipulation was entered into, after suit to recover the collateral was started, which provided for its sale for not less than $5,162,500 and the distribution and custodianship, pending the outcome of litigation of the proceeds.

After the stipulation had been entered into the stock was sold to the Diamond Match Company.

The suit was dismissed with the consent of counsel for all parties.

Suit against the Bankers Trust Company and National City Bank, in New York City, for $4,106.181 and interest, was started in the United States District Court on December 21st by Irving Trust Company, as trustee in bankruptcy for the International Match Corporation. The action supersedes the one against the same banks and other defendants which was dismissed on December 20th.

The original suit was begun to obtain possession by the trustees of 350,000 shares of common stock of Diamond Match Company, the block having been deposited as security for the payment of $4,000,000 loaned by the banks to International Match. The stock has been sold since the first suit was instituted and the bulk of the proceeds are being held pending court determination as to their ownership.

In this action the trustee alleges that the amount it sues for should be used for the benefit of general creditors of International Match.

Included in the total amount demanded is also the sum of $257,250 allegedly paid on account to the banks by International Match in discrimination against other creditors and $87,500 received by the banks as dividends on the Diamond Match stock.

Rosenberg, Goldmark & Colin are attorneys for the plaintiff.

McKESSON & ROBBINS CANCEL STOCK

McKesson & Robbins, Incorporated, wholesale drug holding company, has applied to the New York Stock Exchange for cancellation of 940,831 shares of authorized stock which were to have been used for employees' subscription, for debenture conversion options and other purposes.

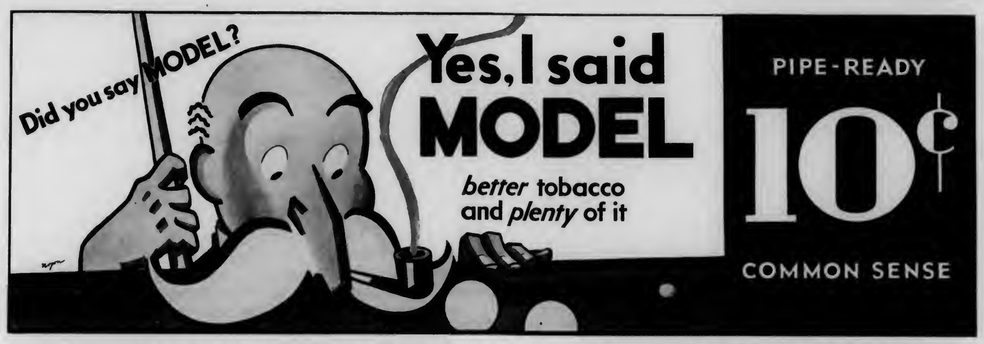
The rights and options have expired unexercised, and the outstanding debentures have been reduced, while an increase in the conversion price has cut the amount of stock necessary for that account.

BURLEY SALES TOTAL

Advices from Knoxville, Tenn., state that since the opening of burley tobacco markets in Knoxville this season, a total of 1,361,698 pounds has been sold for $197,666, or an average of $14.51 a hundred pounds. December 16th sales at Greeneville totaled 323,566 pounds at an average of $14.22.

ELEVEN MONTHS' WITHDRAWALS FOR CONSUMPTION

	First 11 Mos. Cal. Yr. 1932		*— Decrease + Increase Quantity*
Cigars:			
Class A—			
United States ...	3,300,605,070	—	176,078,015
Puerto Rico	66,153,510	—	57,848,955
Philippine Islands	162,983,460	+	9,802,700
Total	3,529,742,040	—	224,124,270
Class B—			
United States ...	48,127,704	—	115,220,369
Puerto Rico	176,000	—	1,548,000
Philippine Islands	650,269	—	522,568
Total	48,953,973	—	117,290,937
Class C—			
United States ...	783,464,970	—	497,366,774
Puerto Rico	2,807,800	—	2,271,810
Philippine Islands	279,312	—	220,572
Total	786,552,082	—	499,859,156
Class D—			
United States ...	52,238,030	—	29,815,614
Puerto Rico	2,700	—	40,900
Philippine Islands	3,876	—	890
Total	52,244,606	—	29,857,404
Class E—			
United States ...	4,319,294	—	7,125,277
Puerto Rico	.....	—	1,500
Philippine Islands	37,787	+	27,256
Total	4,357,081	—	7,099,521
Total All Classes—			
United States ...	4,188,755,068	—	825,606,049
Puerto Rico	69,140,010	—	61,711,165
Philippine Islands	163,954,704	+	9,085,926
Grand Total.	4,421,849,782	—	878,231,288
Little Cigars:			
United States ...	266,155,294	—	60,193,733
Puerto Rico	4,250,000	—	3,250,000
Philippine Islands	.....		.....
Total	270,405,294	—	63,443,733
Cigarettes:			
United States ...	96,266,771,699	—	9,886,778,521
Puerto Rico	3,782,700	—	6,247,300
Philippine Islands	1,255,127	—	698,883
Total	96,271,809,526	—	9,893,724,704
Large Cigarettes:			
United States ...	3,297,052	—	1,797,630
Puerto Rico	513,000	—	972,000
Philippine Islands	9,950	+	8,050
Total	3,820,002	—	2,761,580
Snuff (lbs.):			
All United States.	33,251,313	—	3,640,462
Tobacco, mfd. (lbs.):			
United States ...	291,317,959	—	14,315,897
Philippine Islands	517	—	592
Total	291,318,476	—	14,316,489



TOBACCO ONE OF SEVEN MOST VALUABLE CROPS

TOBACCO has been an important cash crop in the United States ever since the early colonial days. No one knows just when the first tobacco was smoked but historical records leave no doubt that the custom is both ancient and American. The Old World, however, quickly took up tobacco smoking after learning its comfort and solace from the New.

The Indians had been growing tobacco for years before the coming of the colonists, who began to experiment with the plant and to improve upon the inferior types raised by the Indians. Before long the Virginia colonists found that there was a ready market for tobacco in England and Holland, where it could be used to purchase other commodities. From this early commerce, the production of tobacco has increased steadily so that today it is one of the seven most valuable crops in the United States.

The growing of tobacco furnishes the raw materials for a great manufacturing industry, of which the cigarette is the leading product. Not only do the richest and the poorest in the land alike smoke cigarettes but, more than likely, they both reach for the same brand. As the result of the adoption of modern manufacturing methods such as toasting, the true mildness of the modern cigarette has made it popular with people in all parts of the United States, and the efficiency and economy of these methods have made the finest cigarettes available to people in all walks of life.

The raw tobacco grown by the farmer is sold in auction markets, where buyers representing the manufacturer bid for it. The buyers must be expert for only the very cream of the crop is wanted for a really popular product, since smokers today demand quality and true mildness in a cigarette in which raw tobaccos are not present. Consequently, every operation attending the making of a cigarette is important.

GILLETTE WINS PATENT SUIT

The Gillette Safety Razor Company yesterday announced that it had established the validity of its patent in litigation with the Standard Safety Razor Company before Judge Edwin S. Thomas in the United States District Court, Connecticut. Standard Safety Razor was enjoined from making further infringements of Gillette patents and was held liable for accounting costs and damages.

The patent involved covers a blade with cut-out corners and longitudinal center slot approximately as long as the shaving edges, the announcement stated. It is the only blade that will fit all Gillette razors. Previous litigation won by the Gillette Company involved combination patents affecting both razor and blade.

The Better Made Cigar Company, 25 North Seventh Street, has been sued in Municipal Court here by J. Gans, New York, to recover $120 on a note.

Suit has been entered in Municipal Court here by D. C. Kaltreider & Sons, Red Lion, Pa., against the B. & S. Cigar Company, 600 South Delaware Avenue, to recover $637 for merchandise.

An involuntary petition in bankruptcy has been filed here before Judge Kirkpatrick against Abe Petkov, candy, cigars, etc., 329 Market Street. Creditors listed are Brandle & Smith Company, $296; American Caramel Company, $97; R. E. Rodda Candy Company, $147. Wade Gobel, counsel.

TOBACCO TRADE ORGANIZATIONS

TOBACCO MERCHANTS ASSOCIATION OF UNITED STATES

JESSE A. BLOCH, Wheeling, W. Va. ..... President
CHARLES J. EISENLOHR, Philadelphia, Pa. ..... Ex-President
JULIUS LICHTENSTEIN, New York, N. Y. ..... Vice-President
WILLIAM BEST, New York, N. Y. ..... Chairman Executive Committee
MAJ. GEORGE W. HILL, New York, N. Y. ..... Vice-President
GEORGE H. HUMMELL, New York, N. Y. ..... Vice-President
H. H. SHELTON, Washington, D. C. ..... Vice-President
WILLIAM T. REED, Richmond, Va. ..... Vice-President
HARVEY L. HIRST, Philadelphia, Pa. ..... Vice-President
ASA LEMLEIN, New York, N. Y. ..... Treasurer
CHARLES DUSHKIND, New York, N. Y. ..... Counsel and Managing Director
Headquarters, 341 Madison Ave., New York City

ALLIED TOBACCO LEAGUE OF AMERICA

W. D. SPALDING, Cincinnati, Ohio ..... President
CHAS. B. WITTROCK, Cincinnati, Ohio ..... Vice-President
GEO. S. ENGEL, Covington, Ky. ..... Treasurer
WM. S. GOLDENBURG, Cincinnati, Ohio ..... Secretary

ASSOCIATED CIGAR MFRS. AND LEAF TOBACCO DEALERS

JOHN H. DUYS, New York City ..... President
MILTON RANCK, Lancaster, Pa. ..... First Vice-President
D. EMIL KLEIN, New York City ..... Second Vice-President
LEE SAMUELS, New York City ..... Secretary-Treasurer

NATIONAL BOARD OF TOBACCO SALESMEN'S ASSOCIATIONS

JACK A. MARTIN, Newark, N. J. ..... President
ALBERT FREEMAN, New York, N. Y. ..... First Vice-President
IRVEN M. MOSS, Trenton, N. J. ..... Second Vice-President
ABE BROWN, 180 Grumman Ave., Newark, N. J. ..... Secretary-Treasurer

NEW YORK CIGAR MANUFACTURERS' BOARD OF TRADE

ASA LEMLEIN ..... President
SAMUEL WASSERMAN ..... Vice-President

THE NATIONAL ASSOCIATION OF TOBACCO DISTRIBUTORS

C. A. JUST, St. Louis, Mo. ..... President
E. ASBURY DAVIS, Baltimore, Md. ..... Vice-President
E. W. HARRIS, Indianapolis, Ind. ..... Vice-President
JONATHAN VIPOND, Scranton, Pa. ..... Vice-President
GEO. B. SCRAMBLING, Cleveland, Ohio ..... Treasurer
MAX JACOBOWITZ, 84 Montgomery St., Jersey City, N. J. ..... Secretary

RETAIL STORE PROBLEMS

So many persons are unaware of the many aids to business which have been carefully prepared by the United States Government, and so many of those who are aware of these facilities fail to take advantage of them, that we are publishing the following studies as an aid to the retailer.—Editor.

(This Study prepared in the the United States Department of Commerce, Domestic Commerce Division, by a special staff under the supervision of Lawrence A. Hansen.)

DEPARTMENT LEASING IN RETAIL STORES

License Agreement

(Continued from previous Issue)

1. *Department manager.*—The licensee shall either devote his whole time, attention, and efforts to the operation of his department or shall provide a trained manager acceptable to the licensor to operate the licensee's department, and either the licensee or his manager shall be in attendance during all regular business hours; this department manager will be registered in the office of the licensor and approved by the licensor, and the duties of such department manager will be outlined by the licensor.

2. *Store hours.*—The licensee shall operate his department during such hours as may be decided upon by the licensor, such hours to be in keeping with the hours of other (location) department stores; and shall have his goods uncovered and his sales people ready for business at the time of the opening of the store, and shall have a sufficient number of sales people to promptly wait on customers during all business hours of each business day. Store hours are from ..... to ..... The licensor, however, has the right to change the hours.

3. *Care of licensee's premises.*—The licensee shall keep his department in a clean attractive condition.

4. *Ordering of merchandise.*—All goods and merchandise bought for the licensee's department in (name of store) shall be purchased and billed in the name of the licensee or in the name of the firm or corporation operating the department, or in the licensee's trade name; and no goods shall be purchased in the name of the licensor. The licensor has the right to inspect all bills or invoices of merchandise bought for the licensee's department, and the order blanks of the licensee shall be such as are approved by the licensor.

5. *Deliveries to purchaser.*—All purchases made from the licensee's department in (name of store) are to be delivered to the place of business or residence of the purchaser, if requested by the purchaser, at the expense of the licensee, providing the place of delivery is within the limits of the city of ..... The licensee is expected to use the delivery service designated by the licensor.

6. *Record of sales.*—The licensor will install such cash registers and cashiers as in the judgment of the licensor may be necessary in the licensee's department, and will decide as to what method is best for recording the sales in each department. Cash-register sales tickets are to be furnished by the licensor and must be handed out by the sales people of the licensee to the customer for every sale, or placed within the package at the time the sale is made. All sales checks and all transactions to the customer shall bear the name of the .....

7. *Signs.*—The licensee shall put up only such signs and advertisements in his department as shall have been approved by the licensor, and the licensee shall pay for said signs and advertisements.

8. *One price and no substitution.*—The licensee will not be allowed to have two prices on the same article or change the prices of any goods after they have been advertised or advertisements arranged for, and all goods displayed in the window must be marked at the price at which they are sold in the department, and all goods in stock must be marked in plain figures, and no deviation made to any customer from prices marked on goods. The principle of "one price only" must prevail in every section of the building. The licensee shall not conduct any auction sale in his department, nor employ any person to solicit trade from the public or from patrons of the (name of store) in any other manner than is usual in the first-class department store in the city of .....; the licensee shall not misrepresent the quality of the goods sold, or employ any methods of salesmanship which shall be in any way objectionable or inconsistent with the operation of a high-class mercantile establishment, and shall not substitute in his department any inferior goods for goods displayed or advertised for sale, and shall not do or permit to be done anything which may injuriously affect the reputation of the (name of store).

9. *Licensor not responsible for damage.*—The licensor shall not be in any way responsible for any injury or damage done to the stock of merchandise or fixtures of the licensee, nor shall the licensor be in any way responsible for any loss, damage, or injury sustained through any action of the licensee's employees, or of any employee of any other licensee or tenant or other person, whether occupying space in the (name of store) or not, or of any other person.

10. *Exchanges and refunds.*—A uniform system of exchanges and refunds and any other matters pertaining to the smooth running of all departments will be installed by the licensor, and the licensee will be required to conform to the general rules governing these matters.

11. *Special lighting.*—All lights, other than the regular lighting system of the store, which may be specially required within the space granted to the licensee for the sale of his merchandise, for adequately lighting and displaying his merchandise shall be installed by the licensee and at his expense, subject to the general supervision of the licensor, and the expense of furnishing current or gas therefor shall be borne by the licensee.

12. *Window space and bargain tables.*—The allotment of all window space is wholly within the jurisdiction of the licensor, and its judgment and decision as to the use of the window space shall be final. All aisle or "bargain" tables in the store will be allotted in the discretion of the licensor.

(Continued on Page 14)

SNUFF SHOWS ONLY NOVEMBER ADVANCE

THE following comparative data of tax-paid products indicated by monthly sales of stamps are obtained from the statement of internal revenue collections for the month of November, 1932, and are issued by the Bureau. (Figures for November, 1932, are subject to revision until published in the annual report):

Products	*November 1931*	*November 1932*
Cigars (large)—		
Class A .....No.	329,607,030	320,027,450
Class B .....No.	6,225,000	4,017,630
Class C .....No.	130,141,690	87,190,924
Class D .....No.	9,065,314	6,849,236
Class E .....No.	2,419,123	1,088,188
Total	477,458,157	419,173,428
Cigars (small) .....No.	21,666,000	21,550,413
Cigarettes (large) ....No.	450,258	304,992
Cigarettes (small) ....No.	7,849,803,470	7,613,941,573
Snuff, manufactured ..Lbs.	2,705,103	2,850,789
Tobacco, mfd. .....Lbs.	25,229,734	25,148,846

Note: The above statement does not include tax-paid products from Puerto Rico and the Philippine Islands. This information is shown in supplemental statement.

Tax Paid Products From Puerto Rico for the Month of November

Products	*November 1931*	*November 1932*
Cigars (large)—		
Class A .....No.	8,278,510	6,874,860
Class B .....No.	104,750	10,500
Class C .....No.	587,050	240,000
Class D .....No.	4,500	.....
Total	8,974,810	7,125,360
Cigars (small) .....No.	1,000,000	500,000
Cigarettes (large) ....No.	100,000	60,000
Cigarettes (small) ....No.	.....	168,000

Tax Paid Products From the Philippine Islands for the Month of November

Products	*November 1931*	*November 1932*
Cigars (large)—		
Class A .....No.	16,911,815	13,122,685
Class B .....No.	90,030	72,997
Class C .....No.	58,978	48,490
Class D .....No.	960	750
Class E .....No.	250	886
Total	17,062,033	13,245,808
Cigarettes (large) ....No.	200	8,950
Cigarettes (small) ....No.	343,060	143,940
Tobacco, mfd. .....Lbs.	186	22

Note: Quantities of tax-paid products shown in above statements are indicated by stamp sales for the month.

Comparative Statement of Internal Revenue Collections for the Month of November

Sources of Revenue	*1931*	*1932*
Cigars	$1,507,768.33	$1,218,332.08
Cigarettes	23,553,870.48	22,844,746.92
Snuff	486,918.55	513,142.09
Tobacco, chewing and smoking	4,541,484.08	4,527,025.35
Cigarette papers and tubes	118,059.05	82,985.69
Miscellaneous, relating to tobacco	35.00	402.99

Established 1886

"BEST OF THE BEST"

OPTIMO CIGARS

Manufactured by A. SANTAELLA & CO.

Office, 1181 Broadway, New York City

FACTORIES: Tampa and Key West, Florida

News from Congress

(Continued from page 8)

States Tariff Commission and accepted by the President in the case of prism binoculars, on which the 60 per cent. ad valorem duty of the Hawley-Smoot tariff was found to afford insufficient protection to the domestic manufacturers.

While the flexible provisions of the tariff law limit increases in duties to 50 per cent. of the original rates, it is pointed out that by changing the basis of assessment from foreign value to American selling price a much greater increase in protection can be secured, particularly in the case of commodities from depreciated currency countries.

RETAIL STORE PROBLEMS

(*Continued from page 12*)

13. *Hiring of help.*—All employees in the licensee's department shall be hired and discharged by the licensee only through an employment office maintained in the building under the direction of the licensor, and all matters pertaining to the discipline of such employees shall be handled through such employment office, but the wages of all such employees shall be paid by the licensee, and the said employment shall be in the name and on behalf of the licensee, and only such help shall be employed in the licensee's department as shall be satisfactory both to the licensee and the licensor.

14. *Adjustment bureau.*—An adjustment bureau is to be established which will be under the exclusive supervision and control of the licensor, and decisions made by this adjustment bureau will be absolute and final and binding on the licensee. All customers having complaints which can not be adjusted in the licensee's department to the entire satisfaction of the customer must be sent to the adjustment bureau for consideration, as it is the policy of the licensor not to allow a disappointed customer to leave the building.

15. *Licensor's rights in licensee's department.*—The licensor or its representatives may enter the licensee's department at all reasonable times for the purpose of making any alterations or repairs to the building or any part of the building or premises covered by licensee's department which may be deemed necessary, and the licensee shall not use the said premises except for selling his merchandise, and nothing shall be done which may in any way create a nuisance or disturb any other tenant, or injure the reputation of the building, or annoy other tenants occupying space on the same floor, and the licensee shall not use his department or permit it to be used for any illegal purposes.

16. *No assignment of space.*—The licensee shall not assign his permit or license for his department without the written consent of the licensor first had and obtained and shall not permit any transfer to any third party by operation of law, and no third person shall by virtue of any such assignment or transfer become vested with any rights under such permit or license.

17. *Stationery and printed matter.*—Any letterheads or other printed matter which may be used by any licensee in connection with his business in the store, are to be submitted to the licensor for approval before being used. Any printed matter not so approved shall be discontinued on request of said licensor.

18. *Mechanic's lien.*—The licensee shall not permit any mechanic's or other lien to accrue on account of the installation or repair of any fixtures in the licensee's department, and changes or repairs on licensee's fixtures must be approved by the licensor.

19. *Payment of salaries.*—Salaries in the licensee's department shall be paid during the forenoon of the stated pay day, so that employees may have an opportunity to spend their money in this store if they so desire.

20. *Employees' discount.*—A discount of 10 per cent on all regular goods must be given to employees, provided they have a shopping pass, issued by the licensor. The shopping-pass number shall appear on the sales checks. On special-sale goods, the discount is optional with the manager of the department.

21. *Fire and sprinkler insurance.*—Fire insurance and sprinkler insurance on the licensee's merchandise, stock, and fixtures shall be taken out and paid for by the licensee.

22. *Workmen's compensation insurance.*—The licensor has taken out workmen's compensation insurance for the protection of both the licensor and licensee. At the end of any six-month period, or as may be determined by the licensor, a charge will be made by the licensor against the licensee, for his share of the premium of the policy mentioned, such charge to be based on the pay roll as returned to the office of the licensor, and at the rate determined by the insuring company as just and equitable for the licensee's share of protection under said policy, and the licensee shall pay his share of such premium from time to time as the charge is made against him.

23. *Advertising copy and proof.*—All advertising copy of the licensee shall be sent to the advertising manager at least five days before such advertisements are to appear in the paper, and no advertisement will be printed without the O. K. of the licensee on the proof, and licensee shall send corrected and approved proof to the advertising manager at least 48 hours before same is to appear in the paper; and if for any reason licensee has not O. K.'d proof after he has had ample time to do so, the advertisement will be run and the cost charged to the licensee. The licensee will be held responsible for any errors in the advertisement and will be required to live up to whatever appears in the paper.

24. *Display fixtures.*—The licensee shall furnish and pay for all sign holders and display fixtures necessary for his department.

25. *Stock for licensee's department.*—All case goods, etc., ordered by the licensee for his department shall be sent to the receiving clerk of the store, who will send them to the general receiving room of the store, and they are to be removed from said receiving room as soon as possible by the licensee or his representative, and no unopened cases, cartons, large packages, or empty cases will be allowed to remain over 24 hours in the receiving room of the store. No cases, cartons, or large packages will be allowed to be sent to the licensee's department, and no trucking of goods through the store will be allowed, except during hours designated by the licensor. All merchandise must be brought to the department before or after the business hours of the store. No part of any licensee's department is to be used for the storage of goods in cases, cartons, or large packages.

26. *Use of the name of store.*—No licensee will be allowed to use the name of the store on his truck or wagon without first having obtained written consent of the licensor.

27. *Additional rules.*—A signed copy of any additional rules which may be necessary in the opinion of the licensor will be furnished to each licensee, and only such additional rules as are signed by the licensor shall be recognized.

28. *Policy of store.*—In case any question as to the policy to be pursued in any one or all departments, or in case of dispute between a customer and licensee, the decision of the licensor shall be final.

29. *Penalty for violation of rules.*—In the event of a violation of any of the foregoing or any additional rules of which the licensee shall have received a copy signed by the licensor, and upon notice given by the licensor or (name of store) to licensee in question, and upon failure of the licensee to correct any such violation within five days from the giving of such notice,

(Continued on Page 18)

ENGLISH PROFESSORS IN CONTROVERSY OVER THE WORD "STRAIGHT"

SHALL business force changes in the dictionary or shall the professors remain in control?

Does the word "straight"—used in reference to merchandise—mean "sold without discount for number or quantity taken"? Or, does it mean "quality unchanged, regardless of price reduction for purchases in quantities of more than one"?

This question precipitated a nation-wide controversy among professors of English, superintendents of schools, heads of normal schools and others, when the word "straight" appeared in recent newspaper advertising announcing "Cremos 5 Cents Straight—3 for 10 Cents." This was disclosed in a survey conducted by Phil D. Collins, instructor of English, State Teachers College, Montclair, N. J., the results of which have just been made public.

Many of the authorities consulted, back the use of the word "straight" in the advertisement quoted in Mr. Collins' letter, while others condemned such use of the word as "ambiguous," and as a "contradiction in terms."

Among those participating in the controversy were: Reverend J. L. Carrico, C. S. C., Director of Studies, The University of Notre Dame; A. C. Baugh, Professor of English at the University of Pennsylvania; Carleton Brown, secretary, the Modern Language Association of America; President W. A. Neilson of Smith College, Northampton, Mass.; Edwin C. Broome, Superintendent of Schools, Philadelphia, Pa.

In the belief that, from the broad standpoint of understanding words and their meanings, experts should clarify for the public all questions of language, with due consideration of both good usage and expediency in the individual case, Mr. Collins sought the opinions of those who are in positions of authority on questions pertaining to the correct use of words.

In his letter, Mr. Collins stated that when he had questioned the word as used in the advertisement, he was told by the sponsors of the advertising that they had used the word "straight" because it precisely conveyed the idea that they had in mind. They wished to inform the public, they told Mr. Collins, that their product "was still a five-cent cigar—that its fine quality, its size, its famous perfecto shape, all remained unchanged," regardless of the fact that they were able to offer it to smokers at lower prices when sold in quantities of three. Any other designation, they stated, might have put their product into another category and this they emphatically desired to avoid, and they maintained they did avoid it by using the word "straight."

"In my opinion, the word 'straight,' as used in the 'Cremo' cigar advertisements, is acceptable English," wrote George St. Clair, professor of English at the University of New Mexico. "Colloquial, it is true," he continued, "but it expresses the desired idea with vigor, precision, and directness."

Reverend J. L. Carrico, C. S. C., Director of Studies, The University of Notre Dame, stated, "I think this is a case in which long usage has made what was in the beginning a colloquialism unquestionably standard usage."

"Your advertisers, as I see it, are creating a new meaning not adopting a colloquial one," said Henning Larsen, Professor of English, The State University of Iowa. He stated that this process "injures" the old word and is, therefore, not correct. Professor W. H. Davis, of Stanford University was among those who held similar views.

A. C. Baugh, Professor of English at the University of Pennsylvania, in his answer to Mr. Collins, wrote: "I see no objection whatever to the use of *straight* in the sentence you quote. It seems to me in accordance with one of the accepted meanings of the word."

Directly opposed to this point of view was that of P. V. D. Shelley, Professor of English at the same university, who stated: " 'Cremos 5 cents straight' conveys to my mind the idea that these cigars are sold at 5 cents each regardless of the quantity purchased at any one time. This I think is the usual meaning of the word in such a context, and to my mind it is a contradiction in terms to add '3 for 10 cents.' "

Among the school superintendents who agreed that the word "straight" as used in the advertisement was justified were: Winton J. White, of Englewood, N. J.; John Milne, of Albuquerque, N. M.; G. A. Stetson, of School District of Titusville, Titusville, Pa.; J. G. Moore, of Fargo, N. D.; R. D. Green, of Abilene, Texas, and Ralph Yakel, of Jacksonville, Ill.

Many other school superintendents from various parts of the country, however, were in agreement with Edwin C. Broome, Superintendent of Schools, Philadelphia, Pa., who said:

"As long as the word 'straight' has been used for many years as indicating the price of cigars without any reduction if bought in larger numbers than one, I think the best thing to do is to let it alone as long as people generally understand it."

Numerous heads of schools of education and deans of business schools also concurred with this opinion. Prominent among these were W. C. Ruediger, Dean, School of Education, The George Washington University, Washington, D. C.; Waldo Wood, President of Central Normal College, Danville, Ind.; J. Evan Armstrong, President, Armstrong College of Business Administration, Berkeley, Cal.; Professor Thomas William Noel, School of Commerce, Georgia School of Technology, Atlanta, Ga.

"I have heard it used in that sense all my life . . . It seems to be in very wide usage and sanctioned by the dictionary," was the opinion expressed by J. W. Heyd, Head, Division of Language and Literature, Northeast Missouri State Teachers College, Kirksville, Mo.

"It is good usage and good English," asserted J. Rion McKissick, Dean, School of Journalism, University of South Carolina, expressing his belief that such use of the word "straight" is a long established and clearly understood term of trade.

A group of other language experts opposed this view and claimed that the word "straight" as used in the advertisement cited by Mr. Collins was not good usage.

Prominent among their number was Carleton Brown, secretary, the Modern Language Association of America, who stated that in the advertisement the word "straight" is used in a sense which directly conflicts with his understanding of the term.

"The use defined by the advertisers you mention is quite strange to me and I do not believe that it is established usage," was the opinion expressed by President W. A. Neilson, of Smith College, Northampton, Mass.

BRITISH-AMERICAN DIVIDEND

The British-American Tobacco Company Limited, has declared the usual interim dividend of 10d on the common stock, tax free for the fiscal years 1932-33. The dividend will be paid January 16th.

CHRISTY MAKES FIRST TWENTY-FOUR SHEET POSTER FOR "LUCKY STRIKES"

HOWARD CHANDLER CHRISTY, noted illustrator and famous portrait painter, whose work has won for him an international reputation, has just completed his first twenty-four sheet poster, which will be displayed in more than 18,000 towns in the United States during the month of January.

Christy's first commercial painting to be reproduced in such large size as a twenty-four sheet, advertises "Lucky Strike" cigarettes.

It portrays a smart couple in evening dress having their after-dinner coffee and cigarettes, the attractive, charming girl holding her dainty left hand to receive the smoke rings the handsome youth has blown in her direction.

The first ring of smoke to reach her hand is naturally that of the engagement ring.

The setting shows the coffee cups and a package of "Lucky Strike" cigarettes. At the left of the man is the name in the familiar circle, followed by the slogan, "It's toasted." The copy is in three words: "forever and ever."

Bromley-Ross, Incorporated, of 1 Park Avenue, New York City, induced Mr. Christy to paint the poster for the initial outdoor campaign for 1933 of the American Tobacco Company.

From before the turn of the century Howard Chandler Christy was regarded by many as the leading illustrator of the United States. For more than a quarter of a century he has held that high place. In 1921 he began his work as a painter of portraits although in 1907 he painted a portrait of Charles T. Shone and again in 1920 he did a portrait of Mrs. Christy.

In the twelve years that have followed Mr. Christy has won a new reputation after a life-time spent as an illustrator.

Some of the distinguished people whose portraits Christy has placed on canvas include Presidents Harding, and Coolidge, Mrs. Coolidge, Premier Mussolini, Chief Justice Hughes, Mr. and Mrs. William R. Hearst, George Harvey, Senator Coleman du Pont, Amelia Earhart, Mrs. Joseph Blake, Captain Dollar, Mrs. George Hearst, Miss Mary Dewart, Humbert, Crown Prince of Italy, Prince Philip of Hesse and a host of other notables.

Christy's portraits of famous actors in character include Joseph Jefferson, Richard Mansfield, E. H. Sothern, James K. Hackett, Maude Adams, Emma Calve, Ellen Terry and Julia Marlowe.

Now the work of this great artist will be seen from coast to coast by the man and woman in the street and the children will have a chance to study Christy's work for his name appears on the "Lucky Strike" poster.

ITALIAN IMPORTS DOUBLE

ITALY.—During the first seven months of 1932 as compared with 1931, the quantity of leaf tobacco imported into Italy more than doubled, and the value almost tripled; imports amounted to 2,561,745 pounds valued at 15,297,502 lire for 1931, and 5,590,866 pounds valued at 43,316,387 lire for 1932. Total sales by the Tobacco Monopoly were 296,907,000 lire during August, 1932, a monthly figure which has not been reached recently if ever. Owing to the fact that oriental tobaccos are now being manipulated in Trieste, before being exported to the United States, Greece is the principal source for tobacco imported into Italy. The United States ranks second, but United States sales have been much heavier this year than they were in 1931.—(American Consul Homer Brett.)

THE TOBACCO TRADE OF NETHERLAND EAST INDIES

THE CRISIS has caused the liquidation of some important tobacco merchants, operations at loss by most Sumatra tobacco campanies, and the shutting down of many cigar factories, especially in the south of the Netherlands, states American Vice Consul W. M. Chase in a report released by the Tobacco Division of the Department of Commerce. The crisis in the United States and in Germany, two very important customers of the Netherland East Indian market, has depressed prices to the disadvantage of producers and traders. Excess stocks do not exist, but prevailing prices bring losses. Restriction has been practiced for several years and Sumatra producers cooperate in a workable plan to fix each year the extent of the yield.

Prices paid by American purchasers for American sorts and also by Dutch and German cigar manufacturers for Sumatra Sand leaf have enabled growers to take profits when their operations remained, on an average, under a cost price of florins 1.50 per half kilogram. The good prices received for fillers and binders also assisted in producing such profits. The inability of German and American interests to purchase has, however, brought sore disappointment to Sumatra growers, prices paid by American purchasers having declined by several florins per half kilogram. In addition, Netherlands purchasers must pay less as they are dependent upon the German market; moreover, because of the increase in use of cheaper cigars, the Netherlands cigar industry can no longer pay high prices for the Sand leaf. The trade is also confronted with fairly important supplies remaining from previous harvests. One of the Sumatra companies is reported to be expecting a loss on its 1932 crop to be marketed in 1933.

To combat the low prices the tobacco companies are proposing further cultivation restrictions, the closing down of unprofitable enterprises and the lowering of the cost price. The latter step will prove the most difficult, although unemployment in the Indies may aid in effecting it. It is expected that the smaller subscriptions in 1933 will increase the competitive spirit and that should there be a good harvest, business will be better next year. As to further future prospects it is stated that the tobacco trade in The Netherlands is financially strong; that it can take the quantities offered; and that two profitable years will be sufficient to recoup recent losses although no dividends will be immediately possible.

The cost price of the 1931 Vorstenlanden crop is only about florins 0.30 per half kilogram; losses with this crop are thereby less than in the case of other crops, and it, together with the 1930 crop marketed in 1931, enjoyed fair success. The French Monopoly, as always, paid good prices, but unfortunately the American interests made no purchases this year of Vorstenlanden, a factor reacting unfavorably on the market price. The large quantities of Besoeki tobacco brought each year to the market received poor support this year, largely because of the German crisis. It is not expected that the Besoeki companies will make much profit this

(Continued on Page 17)

FREE TRADE IN IDEAS NOW HURDLES TARIFF WALLS

OFFICES have now been opened in New York by Amerika-Interessen, Incorporated, organized as the American unit of A. G. Fuer Amerika-Interessen, operating also in Berlin, Paris and London.

How the work of this corporation helps manufacturers in this country to surmount the tariff barriers which gridiron the world is explained in the following statement by Botho Lilienthal, president of the corporation:

"Our method of operation is to make available to the manufacturers of one country, devices, processes and patents that have been proved successful in other countries. For manufacturers who wish to augment their incomes by obtaining business abroad, but cannot do so by exports, we negotiate agreements covering production and marketing rights. This is done by issuing licenses on a royalty basis or by the outright sale of the manufacturing and marketing rights for the country involved. In other words, we are endeavoring to replace the export of manufactured goods to some extent by bringing the inventive achievements, the engineering skill and manufacturing experience from one nation to the other. And, fortunately, there are no tariff barriers against such import and export of ideas.

"Not only that, but this mode of international trade helps the unemployment situation of the country into which we introduce new ideas, because it often opens new lines of manufacture in such country and is also of benefit to the country from which we export, because of the financial results strengthening the gold reserves in this country.

"This work is already under way. A number of German inventions have been satisfactorily placed in England, and English developments are now being brought to the favorable attention of German industries. Similar negotiations are under way between Berlin and Paris. Eventually it is our plan to extend this exchange of ideas to cover the advantageous placement of the products of all countries that are now experiencing difficulty in export trade.

"In order to start our American company, our engineers have selected from over 1000 offerings, about 100 devices that seem suitable for immediate exploitation in this country. These are in many fields and include such widely different lines as machine tools and appliances, electrical devices, temperature indicators and recorders, optical instruments, advertising displays, air conditioning equipment, welding processes, steel house construction, and household utensils. These are but a beginning. Additional products and ideas will continuously be brought here from European countries and I hope to take many American developments successfully to Europe."

MORE UNITED LEASES CANCELLED

Permission to void twenty-six more leases of the cigar stores which the United Cigar Stores Company of America occupies was granted on October 31 by Irwin Kurtz, Federal bankruptcy referee, at 15 Park Row, New York City, in behalf of the Irving Trust Company, trustee.

The broken leases were on New York properties at Tremont Street and Southern Boulevard, the Bronx; 2547 and 5984 Broadway; 2634 Eighth Avenue; 492 Lenox Avenue; Bowery and Canal Streets; 754 Third Avenue, and 793 Nostrand Avenue, Brooklyn. Other leases were broken on properties in Ithaca, N. Y.; Wilkes-Barre, Pa.; Milwaukee; Cincinnati; Huntington, W. Va., and Los Angeles. Six leases were broken in Boston, two in Philadelphia and three in Chicago. The hearing on leaseholds will be resumed today.

Classified Column

The rate for this column is three cents (3c.) a word, with a minimum charge of seventy-five cents (75c.) payable strictly in advance.

FOR SALE

FOR SALE—MODEL L UNIVERSAL BUNCHING MACHINE; No. 18 Strickler Tobacco Scrap and Stem Cleaning Machine; Presses; Molds. J. D. Foy, Dothan, Ala.

FOR RENT

OFFICE AND FLOORS FOR CIGAR MANUFACTURING OR STORAGE—No parking restrictions; good location; low rent; freight elevator and loading platform. Will divide. Metals Coating Company of America, 495 North Third Street, Philadelphia.

HAVANA CIGARS

OLD MANUFACTURING FIRM OF HAVANA QUALITY CIGARS will serve orders in any quantity to discounting dealers, at profitable prices. Satisfaction guaranteed. Address for particulars "Fair Dealing", Box 1168, Tampa, Fla.

OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
BETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS
FRIES & BRO., 92 Reade Street, New York

TOBACCO TRADE OF NETHERLANDS

(Continued from page 16)

year with their crops; the 1933 crop has, however, been restricted.

In some quarters optimism is being voiced, the opinion being that the colonial tobaccos have no competitors; that contingent dangers do not exist; that tobacco is smoked in bad times as well as good; that The Netherlands is one of the most important tobacco markets and that the distribution system and the strong position of the traders are all favorable factors. On the other hand, some competent persons point to the ever-increasing effort of countries to become self-sufficient in the matter of tobacco production. They cite Germany's increase in tariffs on certain tobaccos and the large increase in home culture; Italy with its practically sufficient home production; France with its expanded colonial production; Czechoslovakia and other central European nations, all of which are encouraging home production.

Tobacco Merchants' Association Registration Bureau, 341 Madison Ave. NEW YORK CITY

Schedule of Rates for Trade-Mark Services Effective April 1, 1916.

Registration,	(see Note A),	$5.00
Search,	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATION

APPRENTICE PRODUCTION:—46,123 (T. M. A.). For all tobacco products. December 7, 1932. Faber, Coe & Gregg, Inc., New York, N. Y.

TRANSFERS

DOLORES:—21,937 (U. S. Patent Office). For cigars. Registered August 3, 1920, by C. B. Henschel Mfg. Co., Milwaukee, Wis. Transferred to Consolidated Litho. Corp., Brooklyn, N. Y., November 30, 1932.

MARLENA:—38,542 (United Registration Bureau). For cigars, cigarettes, cheroots and tobacco. Registered January 12, 1914, by American Litho. Co., New York, N. Y. Through mesne transfers acquired by Abelardo Menendez, Tampa, Fla., and re-transferred to Francisca Menendez and Justa Chao, Tampa, Fla., November 18, 1932.

MARLINA:—36,268 (United Registration Bureau), and **21,497** (Tobacco World). For cigars, cigarettes, cheroots and tobacco. Registered January 19, 1911, and January 28, 1911, respectively, by American Litho. Co., New York, N. Y. Through mesne transfers acquired by Abelardo Menendez, Tampa, Fla., and re-transferred to Francisca Menendez and Justa Chao, Tampa, Fla., November 18, 1932.

CRESCENDO:—(Trade-Mark Record). For cigars. Registered July 17, 1889, by George Schlegel, New York, N. Y. Transferred to Consolidated Litho. Corp., Brooklyn, N. Y., December 5, 1932.

TALISMAN:—2,302 (Legal Protective Association). For cigars. Registered August 11, 1886, by Geo. Schlegel, New York, N. Y. Transferred to E. Popper & Co., Inc., New York, N. Y., December 12, 1932.

STOCKS OF LEAF TOBACCO, OCTOBER 1, 1932

STOCKS of leaf tobacco in the United States owned by dealers and manufacturers amounted to 2,095,011,000 pounds on October 1, 1932, compared with 1,841,097,000 pounds on October 1, 1931. This is an increase in total stocks of 253,914,000 pounds over the stocks of a year ago, however, the decrease during the quarterly period from July 1st to October 1st this year was greater than the decrease during 1931. From July 1, 1932, to October 1, 1932, total stocks decreased 143,727,000 pounds. The decrease during the same period of 1931 amounted to only 73,622,000 pounds.

Stocks of flue-cured tobacco on hand October 1, 1932, were 720,508,000 pounds compared with 739,356,000 pounds on October 1, 1931, a decrease of 18,848,000 pounds. During the third quarter of 1932 flue-cured stocks decreased 24,699,000 pounds, whereas, during the third quarter of 1931, flue-cured stocks *increased* 62,604,000 pounds. The detailed report by groups of grades shows no change in the proportion of flue-cured tobacco in the various groups.

Stocks of fire-cured tobacco are reported as 194,869,000 pounds on October 1, 1932, or 33,811,000 pounds higher than a year ago. Virginia fire-cured, Type 21, reported as 32,216,000 pounds, shows an increase of 3,609,000 pounds over the stocks of October 1, 1931. Kentucky and Tennessee fire-cured, Types 22 and 23 combined, show total stocks on October 1, 1932, of 158,506,000 pounds compared with 129,349,000 pounds on October 1, 1931. Stocks of Henderson Stemming, Type 24, amounted to 4,147,000 pounds on October 1, 1932, compared with 3,102,000 pounds a year ago, and 5,186,000 pounds on July 1, 1932.

Burley stocks were about 149 million pounds higher on October 1st than they were a year ago. The October 1, 1932, report shows 585,902,000 pounds on hand compared with 436,802,000 pounds on hand October 1, 1931. The decrease in Burley stocks during the third quarter of 1932, was about the same as that of the third quarter of 1931. Maryland tobacco stocks continue to increase, and were higher on October 1st than they have been for a number of years. The report shows stocks of this type as 30,670,000 pounds. On October 1, 1931, Maryland stocks were 22,109,000 pounds.

One-Sucker stocks on October 1, 1932, amounted to 33,710,000 pounds, about four million pounds lower than on July 1, 1932, and slightly higher than a year ago. Green River stocks, reported as 36,305,000 pounds, were about twelve million pounds higher than a year ago. Virginia sun-cured stocks were reported as 3,358,000 pounds on October 1. Miscellaneous domestic stocks amounted to 2,182,000 pounds, and foreign grown cigarette tobacco stocks (other than cigar leaf, Type 90) were reported as 71,873,000 pounds on October 1, 1932.

October 1st Cigar Leaf Tobacco Stocks

Stocks of American-grown cigar filler types, including Porto Rican, amounted to 187,765,000 pounds on October 1, 1932, compared with 154,351,000 pounds on October 1, 1931, an increase of 33,414,000 pounds over the holdings of the previous year. This increase is in Types 41, 43 and 44. Types 42, 45 and 46 show a slight decrease. Filler stocks show a normal decrease during the third quarter.

The cigar binder type stocks were 27,233,000 pounds higher on October 1, 1932, than they were on October 1, 1931. Total binder type stocks were reported as 198,847,000 pounds on October 1, 1932. The detailed report by groups of grades shows that of the total stocks reported, 4,202,000 pounds are of wrapper quality, 76,094,000 pounds are binder, 8,890,000 pounds are fillers, and 109,478,000 pounds are stemming or X group tobacco.

Shade-grown wrapper stocks were practically the same on October 1, 1932, as they were a year ago. Total shade stocks were reported as 16,059,000 pounds, Type 61 totaling 10,902,000 pounds and Type 62 reported as 5,157,000 pounds. Of the total reported, 11,678,000 pounds are shown in the detailed report in the A group, as being of actual wrapper quality. Foreign cigar leaf tobacco stocks were reported as 12,963,000 pounds on October 1, 1932.

RETAIL STORE PROBLEMS

(*Continued from page 14*)

the licensor or his agent shall have the right to cancel the licensee's license or permit upon the giving of 30 days' notice.

30. *Monthly statement from licensee to licensor.*—On or before the ..... day of each month, the licensee shall send to the office of the licensor a statement, signed by the licensee, of all outstanding accounts due to the licensee on the last day of the previous month from customers or others for merchandise bought in the licensee's department in the (name of store) and not fully paid for.

(To be continued)

JANUARY 15, 1933

VOLUME 53 No. 2

THE TOBACCO WORLD

LIBRARY RECEIVED JAN 18 1933 U. S. Department of Agriculture

LILLIAN RUSSELL 2 for 5c CIGARS

U. S. BOND 2 for 5c CIGARS

P. LORILLARD CO'S
2 for 5¢
CIGARS
These brands formerly sold at 5c each . . . now reduced to fit today's purse . . .

NEW CURRENCY CIGARS 2 for 5c

automatic
machines offer
A NEW RETAIL OUTLET
for
TOBACCO PRODUCTS
Get all the facts now on automatic merchandizing.
Write for a sample copy
THE AUTOMATIC AGE
2810 S. Michigan Avenue
Chicago Illinois

Established 1886
"BEST OF THE BEST"
OPTIMO CIGARS
Manufactured by A. SANTAELLA & CO.
Office, 1181 Broadway, New York City
FACTORIES: Tampa and Key West, Florida

PUBLISHED ON THE 1ST AND 15TH OF EACH MONTH AT 236 CHESTNUT ST., PHILA., PA.

After all nothing satisfies like a good cigar

WOODEN BOXES

Are the Only Natural Humidor for Cigars.

Pack your cigars in wooden boxes and preserve their delicate aroma, mellowness and flavor right up to the time they are passed over the counter to the customer.

Discriminating cigar smokers prefer to select their favorite brand from a wooden box—and it's good business to cater to the dealer and consumer by packing your cigars in wooden boxes.

WHEN BUYING CIGARS
Remember that Regardless of Price
THE BEST CIGARS
ARE PACKED IN
WOODEN BOXES

Volume 53

THE TOBACCO WORLD

Number 2

Established 1881

TOBACCO WORLD CORPORATION

Publishers

Hobart Bishop Hankins, President and Treasurer

Gerald B. Hankins, Secretary

Published on the 1st and 15th of each month at 236 Chestnut Street, Philadelphia, Pa.

Entered as second-class mail matter, December 22, 1909, at the Post Office, Philadelphia, Pa., under the Act of March 3, 1879.

$2.00 a Year — PHILADELPHIA, JANUARY 15, 1933 — Foreign $3.50

CIGARETTES BACK TO $6

ON January 2d the American Tobacco Company and the R. J. Reynolds Tobacco Company announced a reduction in the wholesale price of "Camel" cigarettes and "Lucky Strike" from $6.85 per thousand to $6 per thousand, and a similar reduction was announced by the Liggett & Myers Tobacco Company and the P. Lorillard Company on January 3d.

Retail prices on "Camels," "Lucky Strikes," "Old Golds" and "Chesterfields" were correspondingly reduced and are now retailing at two packages for twenty-five cents in the chain stores, including the Great Atlantic & Pacific Tea Company, while the independent "cut-raters" are in many instances selling these brands at two packages for twenty-three cents and $1.13 a carton.

The reduction in wholesale price brings it down to the lowest point since 1928, and it is generally understood that the reduction was made in an effort to combat the competition of the recent ten-cent brands which are being marketed by several of the smaller cigarette manufacturing concerns, and which have been making considerable headway in view of present economic conditions.

When it comes to inside knowledge on price policies of the tobacco companies, Wall Street apparently knows more than some executives in the industry. Tobacco shares listed on the Stock Exchange were going down during the week prior to January 1st and it was widely reported that a sharp reduction would be made at the turn of the year in the wholesale price of cigarettes. At that time an official of one of the big cigarette manufacturing companies was quoted as denying that a price cut was likely or was being considered.

On January 3, in an otherwise colorless session of the stock market, the tobacco shares furnished the principal feature. This group sold off early on reports of the cigarette price reduction, but short covering on the news more than offset the selling, with the result that nearly all tobacco issues closed higher.

Statisticians were busily engaged in computing the reduced revenue to manufacturers as a result of the cut in wholesale cigarette prices, and, over a year, at the estimated current rate of production of 80,000,000,000 cigarettes for the large companies, it was believed revenue would be reduced by $60,000,000. One authority pointed out, however, that this decline in receipts might be offset in part by recovery of business lost to cheaper brands of cigarettes and by the fact that the manufacturers are just beginning to reap benefits from operating and other economies effected during the depression.

R. J. REYNOLDS 1932 EARNINGS AT $33,674,800

R. J. REYNOLDS Tobacco Company, one of the "big four" of the industry, reports net earnings for 1932 after all charges, taxes and depreciation of $33,674,800, equal to $3.36 a share on the combined 10,000,000 shares of common and class B stocks outstanding. This compares with net of $36,396,817 or $3.63 a share in 1931.

The report disclosed for the first time the company's holdings of its own stock—585,000 shares, acquired at net cost of $18,208,641. The investment, it was reported, is somewhat larger than a year ago. The number of stockholders in the company was shown as 35,000 on December 31st, an increase during the year of more than 16 per cent.

The report of S. Clay Williams, president, revealed that the year's earnings were charged with $4,000,000 representing excess of advertising appropriation for 1932 over actual expenditures. This will be added to the usual appropriation for advertising in 1933, he stated.

Reserves shown in the statement, as of December 31st, were $8,149,445 compared with $2,403,710 at the end of 1931. Included in such reserves, in addition to the $4,000,000 carry-over on advertising, is an allotment to adjust wholesalers' inventories on cigarettes to the basis of new prices announced recently.

"The company closed the year in the strongest financial condition in its history," the report of the president said. The balance sheet, as of December 31st, showed total assets of $186,219,855 compared with $176,856,000 at the end of 1931. Current assets were $144,774,153 against $140,461,299 on December 31, 1931, while current liabilities of $12,162,268 were slightly below those at the end of the previous year. Net current assets of $132,611,884 were $4,369,633 higher than at the end of 1931. Cash and United States government securities increased to $60,340,554 from $44,474,270.

Changing the form of its report somewhat in accordance with the New York Stock Exchange program for more detailed and standardized reports, the company reveals for the first time interest and dividends on investments, together with miscellaneous income, amounting to $2,907,152. Net profit from operations after all charges amounted to $40,043,763, and net earnings, after deducting $8,284,366 for Federal and state income taxes and $991,250 for depreciation, obsolescence, etc., were $33,674,800. Cash dividends of $30,000,000 were paid in 1932, and undivided profits at the end of the year stood at $65,908,141, an increase of $3,674,800 over 1931.

Referring to the company's inventories, which are valued at $76,356,770, against $85,780,878 at the end of 1931, the president's report states:

(Continued on Page 16)

GEORGE C. SHERMAN DEAD

GEORGE C. SHERMAN, well-known throughout the cigar manufacturing industry as head of the Universal Tobacco Machine Company, was found dead in the bathroom of his home on Lake Avenue, in Greenwich, Conn., on January 4, 1933. Death was caused by a fractured skull, and Dr. John A. Clark, the medical examiner, said that Mr. Sherman had apparently become dizzy and struck his chin on the wash basin as he fell.

At the time of his death Mr. Sherman was head of his own advertising company, George C. Sherman, Incorporated, at 183 Madison Avenue, New York City; president of the National Outdoor Advertising Bureau, and a director of McLean & McLean, Incorporated. He was known as a polo player and was founder and honorary president of the National Indoor Polo Association. He was also a member of the Metropolitan Club of New York, the Greenwich Polo Club, Indian Harbor Yacht Club, of Greenwich, and the Rockaway Hunt Club.

He was born at Port Henry, N. Y., fifty-three years ago, the son of Mr. and Mrs. Malcolm Sherman.

He is survived by his widow, Helen B. Sherman; a son, George, Jr., a student at Yale University, and a daughter, Angela M. Sherman.

Funeral services were held on Saturday morning, January 7, at 9.30 A. M. from his late residence, and solemn high mass of requiem at St. Mary's Church at 10.15 A. M. Interment was private.

THE TOBACCO WORLD joins his many friends in extending sincere sympathy to his family and business associates.

DRUG, INC., MAY SELL BOOTS STOCK

According to authoritative reports, Louis K. Liggett, chairman of the board of Drug, Incorporated, is now in London negotiating for the resale to British interests of the controlling interest in Boots Pure Drug Company, Limited, Great Britain's leading wholesale and retail drug business. A majority of the shares were acquired from the late Lord Trent by Liggett in 1920 and have been enormously profitable investment for Drug, Incorporated, now being one of the highest priced and most sought stocks on the London Stock Exchange.

The present negotiations have not yet reached the final stage. The shares may be offered direct to British investors or taken over by a British financial group. A portion of Drug's holdings would be retained and it is understood that Mr. Liggett will remain a director of Boots. If the deal goes through, the amount involved will exceed £5,000,000.

PENN TOBACCO BUYS ROSEDOR COMPANY

The Penn Tobacco Company, Wilkes-Barre, Pa., has purchased the Rosedor Cigarette Company, Brooklyn, N. Y., and will continue the manufacture of the Rosedor brands: "Salome," "Longfellow," "Menthorets," "Bright Star" and "Winners Crowns" at 160 Jay Street, Brooklyn, N. Y.

The Penn Tobacco Company is headed by John H. Uhl, as president and has always specialized in smoking and chewing tobaccos; this is its first venture into the cigarette field.

Albert Vuccino, president of the Rosedor Company since 1909 will retire from business.

DEATH OF J. C. WIDMER

JOSEPH C. WIDMER, a director of Liggett & Myers Tobacco Company and manager of the supply department of that company, died on January 3d at his home in New York City.

Mr. Widmer was born in Philadelphia September 23, 1858. Since leaving the University of Pennsylvania, he was thereafter continuously engaged in the tobacco business. He started with a tobacco commission house in Philadelphia, and then represented National Tobacco Works of Louisville in Pittsburgh; upon its purchase by American Tobacco Company he became business manager at Louisville. In 1901 he came to New York and with the formation of Amsterdam Supply Company to purchase supplies for American Tobacco Company and its affiliates, he became its secretary.

Upon dissolution of American Tobacco Company in 1911 he became associated with Liggett & Myers Tobacco Company as manager of its supply department, and retained that position up to the time of his death. He was made a director of Liggett & Myers in February, 1924.

He was married in 1884 to Kate Webb in Pittsburgh. Mrs. Widmer, a son, George Widmer, and a grandson, survive him; his daughter, Miss Gertrude Widmer, died in July, 1929.

For seven years he was member of the board and president of the Wykagyl Country Club, New Rochelle. He helped form the Westchester County Golf Association, and was president of that association for one year. At the time of his death he was a member of the Manhattan Club, New York, and Hudson River Country Club, Yonkers.

Funeral services were held at All Angels Church, New York, on January 5, officials and directors of Liggett & Myers being among the honorary pallbearers. Interment was in Kensico Cemetery.

SCHULTE URGES DEPOSIT OF BONDS

In connection with the failure of Schulco Company, Incorporated, to provide funds to pay January 1 coupons on its 6½ per cent. sinking fund series A bonds, David A. Schulte, president of Schulte Retail Stores Corporation, yesterday issued the following statement:

"The Schulco Company, in letters dated December 20, 1932, to holders of both series A and series B bonds, outlined the company's present situation to bondholders. I urge all bondholders to read this letter carefully and to act promptly in depositing their bonds with Lehman Brothers under the readjustment plan which calls only for a reduction in the sinking fund. If the plan is declared operative funds will be provided to pay the January 1 coupon on the A bonds and the coupon on the B bonds due April 1.

"The bondholders of the Schulco Company are at present in grave danger of losing a large part of their investment as well as the interest return on it. The plan in which the bondholders are being asked to cooperate involves no real sacrifice on their part. If it is promptly put through the bondholders may continue to receive their interest return in full and eventually be repaid their investment. Both will be impossible without action such as proposed.

"The failure of bondholders to realize the seriousness of the situation is now delaying a prompt carrying out of the plan and immediate response from holders of both series A and series B bonds is therefore vital in their own interest."

Smoke a FRESH cigarette

Camels are never parched or roasted

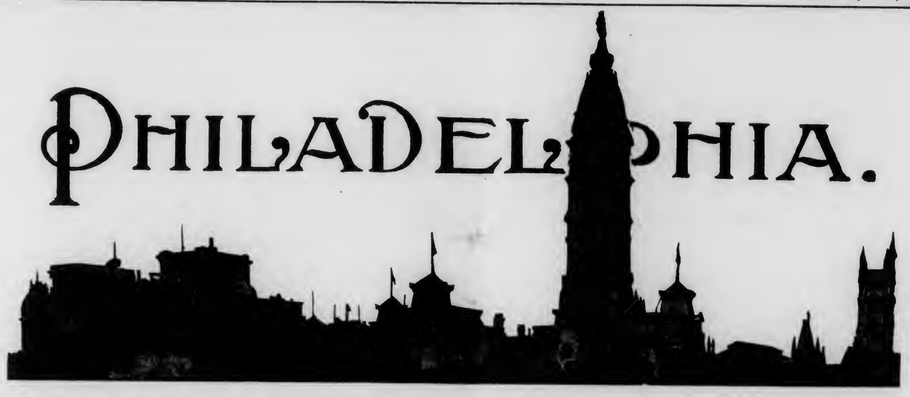
Camels are always mild because they are always fresh. A blend of choice Turkish and mellow, sun-ripened Domestic tobaccos, they are never parched or toasted. Enjoy their mild fragrance for just one day, then leave them—if you care to.

R. J. REYNOLDS TOBACCO COMPANY, *Winston-Salem, N. C.*

Don't remove the Camel Humidor Pack—it is protection against perfume and powder odors, dust and germs. Buy Camels by the carton for home or office. The Humidor Pack keeps Camels fresh

© 1933, R. J. Reynolds Tobacco Company

PHILADELPHIA.



BAYUK "PHILLIES" NOW FIVE CENTS

A REDUCTION in the retail price of the "Philadelphia Perfecto" cigar from ten to five cents—effective January 1st—has been recently announced by Bayuk Cigars, Incorporated.

This cigar—also known as Bayuk "Phillies" and "Philadelphia Hand Made"—has been one of the most popular brands on the American market.

In a statement issued to both the public and the trade—the manufacturers of the "Bayuk Philadelphia Perfecto" announce—that this reduction in price on the "Phillies" was made without sacrificing one iota of the value offered in the fine quality tobacco and workmanship.

In commenting on the many price reductions current today in the cigar industry, Bayuk Cigars, Incorporated, issue this caution to consumers and dealers:

"Many cigars are being offered today at mere fractions of their former selling price. But, in many cases, price reductions were made because value at the higher price was not apparent to the smoker.

"This is not the case with the Bayuk 'Philadelphia Perfecto.' For many years it was the largest selling ten-cent brand in the American market. Millions were sold during the past few months at 10 cents. Millions could be sold this year—and next year—at 10 cents.

"Bayuk guarantees that this 'Philadelphia Perfecto Cigar' today—at 5 cents—contains the same fine imported Sumatra wrapper—the same fine Havana and domestic long-filler—the same ripe tobacco as when millions of men gladly paid 10 cents for it."

Jacob Oxman, Incorporated, retail luncheonette and cigar store, 437 Walnut Street, filed a voluntary petition in bankruptcy here this week. No schedules of liabilities or assets were filed. Referee, David W. Amram. A. Jere Creskoff, counsel.

Joe Wilson, well known in this territory as a representative of the "Cortez" factory for several years, has joined the sales forces of George Zifferblatt & Company and is now promoting sales of the "Habanello" cigar. Next week Mr. Wilson will go to Scranton, where he will do promotional work on the "Habanello" brand in conjunction with the Scranton Tobacco Company, "Habanello" distributors for that territory.

"TWENTY GRAND" IN PHILADELPHIA

THE Axton Fisher Tobacco Company, Louisville, Ky., has announced that their "Twenty Grand" ten-cent cigarette production has now reached the point where it is possible to supply jobbers in the State of Pennsylvania.

In June of last year the first announcement to jobbers was made in a few States, on "Twenty Grand" cigarettes, and since that time other States have been "opened up" as production facilities permitted.

The Axton Fisher Tobacco Company, was aware that they had produced an exceptionally fine cigarette in "Twenty Grand," but they did not realize that in a short space of time, it would become, by far, the first seller in the territories opened. But, such a thing did happen, and before they were prepared for it, demand exceeded their production facilities.

Since August the factory has been running on twenty-four-hour production, and after using all the space on the floor formerly used for cigarette manufacturing, they are now using the entire second floor of the factory for the same purpose, and with the installation of the most up-to-date machinery, it is reported that their production is now up to approximately 35,000,000 cigarettes a day.

The trade has been anxiously awaiting the arrival of their first shipments of "Twenty Grand" on account of their phenomental success in the other States where they have been introduced.

Larus & Brothers, Richmond, Virginia, manufacturers of the "Edgeworth" brand of smoking tobacco, has been working in this territory during the past week on their "Domino" cigarette, retailing at twenty for ten cents, with good results.

Yahn & McDonnell Cigars, 617 Chestnut Street, distributors of high-grade cigars and tobacco products, report an excellent sale on their private brand of smoking tobacco, "D. & M. No. 1," and also on "Briggs" smoking tobacco, a Lorillard product.

Clarence Thompson, manager of the Hotel Bellevue-Stratford cigar stand is featuring a particularly attractive display of John Wagner & Sons' brands, including "Eden," "Don Sebastian," "Wagners," "Garcia y Vega," "Monticello," etc. This stand also reports a highly successful year in 1932.

You smoke a pipe

and we'd like to talk with you about it

•

All races of people since the beginning of time, so far as we have been able to read, have had some kind of a pipe and have smoked something—whether they called it tobacco or what not.

AND since smoking a pipe is so different from smoking a cigar or cigarette, we made a most painstaking, scientific study in an effort to make, if we could, a tobacco which was suited to pipes.

We found out, first, that there was a kind of tobacco that grew in the Blue Grass section of Kentucky called White Burley, and that there was a certain kind of this tobacco which was between the tobacco used for cigarettes and the tobacco used for chewing tobacco. It is this tobacco which is best for pipes.

We found out that Mr. J. N. Wellman, many years ago, made a pipe tobacco which was very popular. But it was never advertised and after he passed away nothing more was heard about it. We acquired this Wellman Method and that is what we use in making Granger.

Next was the *cut*. We knew that fine tobacco burnt hot because it burnt so fast. You could hardly hold your pipe in your hand, it got so hot at times. So remembering how folks used to "whittle" their tobacco we cut GRANGER just like "whittle" tobacco—"Rough Cut." It smokes cooler, lasts longer and never gums the pipe.

So far, so good. Now we wanted to sell this tobacco for 10c. Good tobacco—right process—cut right. So we put Granger in a sensible soft foil pouch instead of an expensive package, knowing that a man can't smoke the package.

GRANGER has not been on sale very long, but it has become a popular smoke. And we have yet to know of a man who started to smoke it, who didn't keep on. Folks seem to like it.

Liggett & Myers Tobacco Co.

DR. KLEIN TO SURVEY UNITED BUSINESS

DR. JULIUS KLEIN, Assistant Secretary of Commerce, will conduct a survey of the merchandising business of United Cigar Stores and its subsidiary, Whelan Drug Company, Incorporated, with the objective of making recommendations of benefit to Irving Trust Company, trustee in bankruptcy to both companies, it was announced by Cravath, De Gersdorff, Swaine & Wood, counsel for Irving Trust. Recommendations made by Dr. Klein will receive consideration by the trustee in continuing the business of the cigar and drug chains and in developing the policy of reorganization.

The trust company was authorized to employ Dr. Klein in an order issued by Federal Referee Irwin Kurtz last Saturday. The order provides for his employment at a salary of $7500 for the first month as well as expenses incurred with approval of the court, with further salary payments to be determined later by the court. It is indicated that preparation of the report will require several months.

In the petition of Irving Trust Company asking permission to employ Dr. Klein, attention was called to his service with the Department of Commerce since 1920, first as director of the Bureau of Foreign and Domestic Commerce, and subsequently as Assistant Secretary of Commerce.

"The petitioner is advised," the petition said, "that Dr. Klein is one of the outstanding experts on general business and commercial problems in the country and is a recognized authority on merchandising and similar matters." The petition added that under the supervision of Dr. Klein, the Commerce Department had at one time conducted a survey of the retail drug business of the country.

Total sales of United Cigar Stores in 1931 amounted to $63,163,000, while sales of Whelan Drug Company, Incorporated, now known as Retail Chemists Corporation, were $19,000,000 in the same year.

United Cigar Stores is the principal creditor of the Whelan Company, according to the petition, which states that "it is to the interests of the creditors" to continue the business pending an opportunity to dispose of such business as a going concern "either in connection with a reorganization or in the liquidation of the estate."

The trustee, it is stated, does not intend the survey to be a "mere review of the situation," but rather that it should deal in recommendations regarding the kind of products to be sold, the demands of markets in various sections of the country, purchasing agreements with manufacturers and wholesale dealers, and sales problems, including problems presented by present depressed business conditions and competition.

HAVANA DRUG STORES ARE DRUG STORES

In Havana, Cuba, drug stores must confine themselves to the sale of pharmaceutical products, hygienic and orthopedic articles, apparatus for application of sciences and stationery supplies, according to a recent decree of the Department of Health there.

The practice of selling notions, candies, toys, books and merchandise not kindred to drugs indulged in by many of the drug stores aroused the disapproval of the department and brought about the issuance of this order. A petition for a 150-day period in which to liquidate such stocks on hand was denied.

The penalties for violation of the order range from $5 to $10 fine and confiscation of articles for the first and second offenses and permanent closing of store for a third offense.

MANNING TO DISTRIBUTE "BRIGGS"

THE P. Lorillard Company announced last week that the Joseph P. Manning Company, Boston, have been appointed distributors of their "Briggs" smoking brand for that territory.

This is in line with their policy of selecting distributors for "Briggs" who are active in promoting business along constructive lines and who take into consideration the welfare of the retail dealers as well as their own interest.

"Briggs" tobacco has been placed with selected retailers in several of the larger cities and early in the New Year they will be prepared to extend distribution to other jobbing points.

The success accorded "Briggs" in all markets that they have offered it has been highly gratifying to the company. Christmas business on the $1.50 pound kegs of "Briggs" was much greater than anticipated by their distributors or the retail trade, and a great many last-minute rush orders were received.

Efforts to promote wholesome trade conditions on "Briggs" will continue on all markets where it is offered for sale. Retail dealers in the markets where it has already been sold have given their wholehearted and enthusiastic co-operation.

The success of "Briggs" has been due in large measure to the keen interest retail dealers have taken in promoting it, and it is a well established fact that it is seldom that a product gets such widespread endorsement of the retail trade as "Briggs" has enjoyed.

This fact is prized very highly by the P. Lorillard Company and they have pledged their utmost endeavors to continue to merit this good will.

CIGAR STORES PROPERTY AT AUCTION

Twelve parcels of land and the buildings on them, formerly held by Cigar Stores Realty Holding Company, subsidiary of United Cigar Stores Company, now in bankruptcy, have been sold at auction before Federal Referee Irwin Kurtz.

Three other plots were not bid on and will be offered again with other land by the trustee in bankruptcy, the Irving Trust Company. Most of the plots sold were purchased by mortgage holders or by others who bought subject to mortgages and liens, and as a result the price in most cases was regarded as purely nominal.

Properties sold, the mortgage, purchaser and price, included:

Southeast corner First Street and Fourth Avenue, Mount Vernon, N. Y., $45,000 mortgage, bought by Sidney J. Wallman, Mount Vernon, for $2200.

Northeast corner of North Queen and East Orange Streets, Lancaster, Pa., $70,000 mortgage, sold for $100 to Leonard Marx.

Southeast corner Eighth and Cumberland Streets, Lebanon, Pa., $85,000 mortgage, sold to Adolph Bangser for James R. Koller, of Lebanon.

Southwest corner of Pennsylvania avenue and Stanwyn Street, Pittsburgh, Pa., $300,000 mortgage, sold to Maurice B. Collins, of Pittsburgh, for $50.

PEOPLES DRUG SALES

Peoples Drug Stores, Incorporated, report sales for December of $1,712,360 as compared with $1,778,834, a decrease of 3.7 per cent., for December, 1931. For 1932, sales totaled $16,199,066 as compared with $17,469,012 for 1931, a decrease of 7.2 per cent.

THIS NEW BIGGER PACKAGE

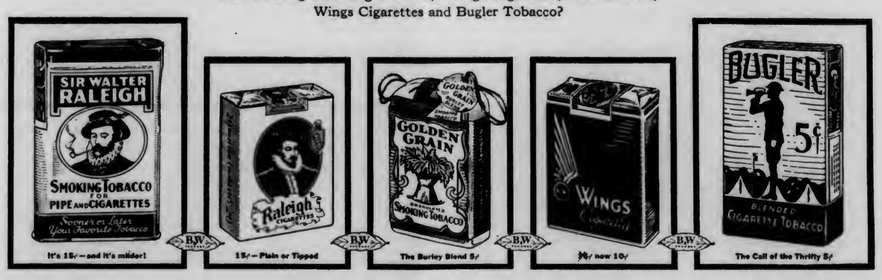
IS ANOTHER BIG REASON WHY THEY'RE BUYING TARGET

THE new larger Target Package is a real bargain. You sell it for the same price, a dime. And you're sure to sell more because you're offering customers 4 fine cigarettes for a cent, and that can't be beat even in these days of bargains!

There's real money in Target Tobacco and the Target Roller. It's modern merchandise that has caught public taste and fancy. Every dealer who wants business should check his stock of Target now.

BROWN & WILLIAMSON TOBACCO CORP.
LOUISVILLE, KENTUCKY

Brown & Williamson products have been designed to bring you the most profit in all lines and prices. New products are added to fit the times. Old established products are exploited by strong advertising. Are you getting your share of profit from these live, selling items—Sir Walter Raleigh Smoking Tobacco, Raleigh Cigarettes, Golden Grain, Wings Cigarettes and Bugler Tobacco?



THE TOBACCO BUSINESS—PAST AND FUTURE

CHARLES DUSHKIND, counsel and managing director of the Tobacco Merchants Association of the United States, issued the following timely statement, with the advent of the New Year, on the tobacco business in the outgoing and the incoming year:

"Reduced incomes—not to mention total unemployment of millions of our country's wage-earners—have taken their toll during the past year from the tobacco business as they have from every other industry. Nevertheless, with due regard to existing conditions, it cannot be gainsaid that the industry, as a whole, has held up remarkably well in comparison with most others.

"In examining the returns presented herein for the year ending December 1, 1932, we must bear in mind that our industry has merely followed the general trend of present conditions, i. e., the more expensive forms of our products have suffered the most.

"Manufactured tobacco, the cheapest form, has declined only to the extent of about 4 per cent., and in view of the increased internal revenue from the tax on cigarette papers, it seems quite evident that some types of this branch, particularly those suitable for 'roll-your-own,' have undoubtedly been in greater demand than previously.

"Cigarettes, the next in line from a price standpoint, have shown a decline of 9.8 per cent. which, in large measure, has very likely been absorbed, if not exceeded, by the increased demand for 'roll-your-own' mentioned above.

"Cigars, which relatively are classed as the most expensive product of the tobacco family, have suffered the greatest—a little over 16 per cent.; while Class A, composed of cigars selling for 5 cents and less—in line with the general trend noted—has declined only to the extent of about 5¾ per cent. Unfortunately, however, the full effect of the existing economic conditions has been felt in the Class C and higher priced goods.

"Thus while the records for the year 1932 clearly show that, due to vanishing incomes and forced economy, there has been much switching from one type or form of tobacco to another, the tobacco industry as a whole has evidently lost little or none of its prestige, its popularity or its following, despite this unparalleled world-wide panic now entering the fourth year of its ravaging cycle but which, let us hope, is reaching its end.

"With the betterment of conditions and the return of purchasing power, we may, therefore, well anticipate that our industry will again resume its normal march of progress, not alone recovering such markets as have been temporarily diminished, but coming back, as it did after all previous panics, with greater prosperity than ever before.

"For years a former government actuary, now deceased, whose reputation in his field was second to none, looked upon our industry as one of the best barometers of general conditions; we have every confidence that it will remain so and will be among the first to record better conditions.

"Hysteria has passed. We have a job on our hands, it is true, but TIME, the great healer, is at work.

"The tide is bound to come in—surely no one contemplates that this progressive nation will be unable to find the solution to its problems or that its great captains of industry and finance will fail in the future to excel their achievements in the past.

"The processes of adjustment have always been painful and we are apt to be impatient, but if past experience is any guide, we are perhaps closer to a definite upturn than anyone realizes.

"Let us therefore enter upon the New Year with the fullest measure of confidence, knowing that successful results are still well within reach of those who, undaunted by unfavorable conditions, seek diligently and courageously to fulfill the demand for goods and services; and that in the case of the tobacco industry the inherent desire and need for its products is probably greater today than it has ever been in the history of the country."

WISCONSIN TOBACCO LOWEST IN 78 YEARS

ACCORDING to recent advices from Madison, Wis., the lowest tobacco prices since the industry was started in Wisconsin seventy-eight years ago, were offered there on December 23d, although the planting was held to nearly half the record acreage. The price was around five cents a pound.

While the growing of tobacco is commonly associated in the average man's mind with Kentucky, North Carolina and other Southern States, Wisconsin's relatively frigid climate has produced for generations a large portion of the country's cigar binder tobacco, sharing that field with Connecticut.

Wisconsin is the most northern State to grow tobacco commercially, but the "weed" is virtually always the State's second leading cash crop. Recently much cigarette tobacco has been grown in Ontario, Canada, and, in pioneer days, farmers in northern States grew their own supply in the garden.

Three Connecticut Yankees—Brothers Ralph and Orin Pomeroy and Cousin Chester—are generally credited with growing the first tobacco in Wisconsin. They came by wagon from the Miami Valley of Ohio about 1850 and settled in Rock County. Ralph grew his first crop seven or eight miles south of Madison in 1854, while Chester's first crop was harvested in 1857 near Edgerton on a plot of ground which has produced tobacco each year since.

A son of Ralph Pomeroy, William T. Pomeroy, has remained close to his father's original tobacco field for the last fifty years, breeding the Comstock Spanish seed tobacco which is grown almost exclusively in Wisconsin.

From the small beginnings of the Pomeroy families, the tobacco industry in Wisconsin grew to a record acreage of 48,000 in 1918, most of it in Dane and Vernon Counties in Southern Wisconsin. Low prices in recent years pulled the 1932 acreage down to 28,000, the lowest of the century.

In 1866 the crop brought 13.9 cents and in 1870 it was quoted at 16.2. At the turn of the century the Wisconsin tobacco farmer got 7 cents a pound, but the boom war days of 1918 gave him 22 cents, when 62,400,000 pounds were produced to bring a farm value of $13,728,000. This year the estimate is 36,000,000 pounds, worth less than $2,000,000.

Once about 60 per cent. of the Wisconsin tobacco was sold for cigar binder, but now only half that amount is marketed for that purpose and 70 per cent. goes for package tobacco.

No farmers depend on tobacco for a livelihood in Wisconsin, but raise the crop as a side line, mostly with dairying.

NOVEMBER TOBACCO EXPORTS UP

The Bureau of Agricultural Economics at Washington, reports that unmanufactured tobacco exports from this country in November, 1932, were 144 per cent. of pre-war volume.

BAYUK BULLETIN

VOLUME I JANUARY 1933 NUMBER 1

PHULOFAX
(*The Retailer's Friend*) SAYS

Yes, I'm Editor of this Bayuk Bulletin but, by gad, you other fellows out there on the firing line, you jobbers, you jobber salesmen, you retailers, have got to get busy and help edit it. Send in your items of interest.

—o—

Buying cheap merchandise to save money is like stopping a clock to save time.

—o—

Hey, you retailers: Didja pull some good selling stunts on Christmas cigars this year? Make a note of them and use again next year. Don't trust to memory. Ideas are worth their weight in gold.

—o—

Answer to D. A. S. You say you "are with a competitive manufacturer" but would like to suggest something to me. Go ahead, old boy . . . this is an open forum for everybody in the cigar business.

—o—

You jobbers who have carried over a little stock of Christmas packings of cigars, what are you going to do? Don't wait to take action . . . 1/40ths can be sold after Christmas. . . . Take off the Christmas wrapping and get some of your live-wire dealers to use them to build year round box business.

—o—

If a smoker came into your retail store and laid down a quarter and said "Give me a couple of Blank 5c cigars,"—what would you do? Give him two cigars, ring up 10c and give him 15c change? Wrong, Watson, wrong—try to sell him a Five Pack and grab his quarter.

—o—

Don't fight your competitor . . . compete with him.

—o—

Good cigars are the most economical form of pleasure.

—o—

An industry is only as good as the product that industry turns out . . . a pleasing, acceptable product means a growing, profitable industry.

—o—

Boosters of an industry must work with their hearts as well as with their heads.

—o—

Who is the most important factor in any industry? The manufacturer, the jobber or the dealer? Answer: Which is the most important leg of a three-legged stool?

—o—

Fellow salesman—are you dissatisfied with your present job? Do you know who'll help you earn a better one? Look in the mirror.

—o—

Phil M. Phulofax, D. B. I. wants to do his doggonedest to do his share to increase the sale of cigars . . . the cigars he sells himself or anyone else's good cigars. He wants recruits to join the C. B. A. Will you enlist? Phil means YOU, too!

Phil M. Phulofax*
D. B. I.

Associated with BAYUK CIGARS Inc., Philadelphia—Makers of fine cigars since 1897

Don't clutter your case with "long shots". Put the favorites to the fore.

WISE DEALERS BACK THE FAVORITES

and let the long shots and also rans take care of themselves

If you've ever followed the ponies, you know that the smart professionals put their dough on the favorites—horses with a record of performance back of them. It's the rank amateur who dreams of cleaning up a fortune on the long shots.

It's a good deal the same way in the cigar business.

You know that sixty, seventy, eighty per cent. of the calls are for a few well-known brands. And that's where the money is.

Of course, once in a while, a clever salesman may put something over on you. There *are* fellows who can sell earmuffs in Africa.

One of these spellbinders may load you up with a gaudy line of unknown brands that promise an unbelievably long profit. *But* —you don't get the profit until you've sold the cigars. And that's where the catch comes in. All the profit you'll ever get out of those cigars you can put in your eye.

The probabilities are you will finally close them out at a loss. Meantime you clutter up your showcase with cigars nobody wants, and hurt the sale of your big-money lines.

The customer looking for one of the favorites, can't find it for the crowd of long shots and also rans. Suppose he does take a chance on *one* of the "unknowns" instead of buying a *handful* of his pet smokes.

What does that get you? Probably a black mark for steering a good customer up against a bad bet.

The shrewdest man makes mistakes. But he doesn't make it twice in the same place. If you get stung on a slow-selling brand, there's no reason why you should make the error of giving it case room.

Keep your valuable case-and-window space for the favorites—the brands with the quick turnover and the volume profits.

WHAT DO YOU KNOW?

What's new in the cigar business? What do you know that will interest other jobbers, dealers and their salesmen? Send it in. The BAYUK BULLETIN is looking for news and will pay well for it. Send us the facts. We'll supply the "literary style." Address Phil M. Phulofax, Bayuk Cigars Inc., 9th St. & Columbia Ave., Phila., Pa.

BAYUK OFFERS $5.00 FOR GOOD SALES IDEAS

In the interest of our friends, the cigar jobbers, retailers and their salesmen, we propose to make the "Bayuk Bulletin" a clearing house for ideas that have brought home the bacon.

If John Smith of Kalamazoo has found a way to sell more cigars to "Kalamazooans" there's no reason why the same thing can't be worked by John Jones on the good folks out in Walla Walla. The more ideas we pass on to one another, the more we'll all know, and the more cigars we'll all sell.

If there's anything the cigar business and every other business needs today, it's real co-operation among friendly competitors in the interests of a bigger, better business for all concerned.

So here's the plan. If you have a good sales idea send it to us. For every idea we accept for publication we will pay five dollars. And with the idea we'll publish a photograph of the man submitting it, so that everybody will have a chance to see what a really brainy cigar jobber, dealer or salesman looks like.

Now, Philadelphia postmen have strong backs. So don't be afraid to mail us a flock of ideas. If yours are accepted, we pay five dollars for each, whether we buy one or a dozen. But don't send your photograph until we ask for it. Because this is a brain (not a beauty) contest.

The next issue of the Bayuk Bulletin will be going to press pretty soon. Let's see who will be the first idea hound to break into print.

HERE'S A JOLLY CONTEST

Who is the tallest cigar salesman in the U. S. A.? Who is the shortest? Who is the fattest? Who is the skinniest? Who is the oldest and who is the youngest? Damifiknow. Do you? Let's have the facts and the photographs. We'll run them in the "Bayuk Bulletin."

BAYUK BRANDS BUILD BUSINESS

Bayuk Philadelphia Perfecto
Havana Ribbon
Mapacuba
Charles Thomson
Prince Hamlet

RETAIL STORE PROBLEMS

So many persons are unaware of the many aids to business which have been carefully prepared by the United States Government, and so many of those who are aware of these facilities fail to take advantage of them, that we are publishing the following studies as an aid to the retailer.—Editor.

(This Study prepared in the the United States Department of Commerce, Domestic Commerce Division, by a special staff under the supervision of Lawrence A. Hansen.)

DEPARTMENT LEASING IN RETAIL STORES

License Agreement

(Continued from previous Issue)

This statement shall show the date of the sale, the merchandise sold, to whom sold, the address of the customer, the total amount of the sale, the total amount paid to date, the total balance due, and the date when due.

31. *Conferences with licensor's officers.*—On ..... of each week at (time) there will be held at the office of the licensor, or such other place as may be designated, a meeting of the officers of the licensor with the licensee, at which matters with relation to the operation of the store will be discussed, and at which the licensor will seek the wishes of the licensee with regard to such matters as arise from time to time. The licensor shall not be required in any case to follow the wish of the licensee with regard to such matters so expressed unless it deems it to be the best interests of the (name of store) to do so.

Department Leasing as an Economic Expedient

In types of stores having many departments the practice of sub-leasing sections has developed beyond the stage where it may be considered as a device used by a few store owners merely to supply a temporary lack which lessened their opportunities for personal profit. Department-store organizations naturally take the lead in the leasing of store sections, and some department-store proprietors claim that they can make more money by leasing, whereas other retailers, similarly situated, are equally positive that they profit more by not leasing. This indicates, broadly speaking, that both the motive and the justification for leasing should be considered apart from the controversial question of its value to the store as an immediate money-making or money-saving expedient.

Service to the Public

Any business enterprise, in order to continue, must give as good or better service to the public than can be contributed by any other agency which suggests itself as a substitute for meeting the same economic need. Though the public knows little or nothing about the leasing system, nevertheless it is unwittingly the judge which determines the real status of a leased department.

This fact is recognized by many lessors, for a number expressed, in varied phraseology, the thought that they approved of leasing when justified by the desire of the store management to have a complete line which will serve the local public's convenience. Can it be said, then, that those department stores which do not lease fail to serve the public satisfactorily? On the contrary, in most cases they are prosperous stores whose flourishing business indicates that, though they have passed beyond or around the necessity for leasing, they are meeting with the approval and patronage of their respective communities. The store managers who operate all their departments believe that they constitute the best judge of good service, because they are in a position to know from day to day exactly what service is being given and can more accurately measure the public's appreciation.

It is frankly acknowledged within the retail trade that when the desire to lease is brought about by lack of skill, on the part of the owner, to carry on his main business, or lack of capital to make the proper investment, this is an indication of overexpansion; also that leasing as a general solution under such circumstances is not in accordance with best retail practice nor calculated to render the most efficient retail service to the public.

The foregoing statement leaves for consideration those sections which are so specialized as to give rise to the claim that the average department store manager is not qualified to operate them without loss. Competition is the answer to why such departments exist in department stores; each retailer is anxious that his store should be as attractive as any other store of the same type. But back of this means of meeting competition is the idea of public service and the general belief among managers that the public wants to find these sections in a department store.

This belief, however, is in conflict with the often repeated statement, "There is not sufficient patronage in these sections, as a rule, to warrant employing capable managers." Such a statement may be regarded as an implication, at least, that the local majority is not looking for that particular service in that particular store.

Whether or not patronage is a fair measure of public need of service, it would seem that the mere leasing of unprofitable sections does not solve the general problem. If the type of service with which the store is unfamiliar is not salable in department stores, or in whatever type store the unsatisfactory section is located, the lessee who accepts the burden is possibly placing his special skill where it is not in the greatest demand.

Eliminating the question as to what departments logically belong in various types of stores, and speculation as to what effect, if any, combinations of department stores in the future may have on the problems of specialization, the economic status of department leasing (as related to present-day methods of distribution) is fairly well covered by the following summarization of authoritative opinion: From the viewpoint of best retail practice, leasing, as a general thing, is not a proper remedy to apply to unprofitable sections, but leasing may be justifiable when the department leased represents a line of business essentially different from the main business and when, by leasing, the store can more economically provide specialized talent which can best serve the public.

(Continued on Page 14)

Come to Tampa

January 31st to February 11th, 1933

OPEN HOUSE

TO THE

CIGAR TRADE OF AMERICA

INDUSTRIAL EXHIBIT.

The Cigar Industry of Tampa has prepared an elaborate and complete display of our Industry occupying 10,000 square feet at the South Florida Fair.

MEET THE BOYS.

The Manufacturers—those whose hearts are wrapped up in the provision to you of the World's finest cigars—want to welcome you to their factories.

MAKE THIS YOUR VACATION.

Bring the wife and children. Give yourself, give them a taste of June in February. Tampa's climate is ideal. Plenty of fishing, bathing, golf, tennis, and all other sports. Hotel rates are unusually low.

GOLF TOURNAMENT.

Bring along your clubs. An open Golf Tournament open to all; no entry fees, with real prizes. Everyone has a chance in this tournament. Come along you duffers that shoot over 100.

GASPARILLA CARNIVAL.

Night parade with brilliantly lighted floats, elaborately decorated; probably one of the finest spectacles of this hemisphere. You must see it.

SHRINE CEREMONIES.

'Nuf sed.

SPECIAL RAILROAD RATES.

Low excursion rates with lots of time for stop-overs. You have wanted to come to Tampa. Why not this golden opportunity?

THE CIGAR INDUSTRY OF TAMPA.

A. L. Cuesta, Jr. Chmn.
Fred J. Davis, Jr., Vice-Chmn.
Mariano Alvarez.
Manuel Perez.
E. W. Berriman.
Ed. Mandell.

THE FOLLOWING CIGAR MANUFACTURERS OF TAMPA WHO ARE PARTICIPATING IN THIS EXPOSITION PERSONALLY INVITE YOU.

Arango & Arango
Jose Arango & Co.
Berriman Bros.
M. Bustillo & Merriam
Cuesta Rey & Co.
Jose Escalante & Co.
Garcia & Vega
Perfecto Garcia & Bros.
Marcelino Perez & Co.
Preferred Habana Tobacco Co.
Morgan Cigar Co.
J. W. Roberts Cigar Co.
A. Santaella & Co.
Schwab, Davis & Co.
Corral-Wodiska & Co.
Havatampa Cigar Co.
Wengler & Mandell
Victor Diaz & Co.
Salvador Rodriquez & Co.
Gradiaz-Annis & Co.

RETAIL STORE PROBLEMS

(*Continued from page 12*)

Conclusion

An effort has been made to present a clear conspectus covering the subject of department leasing, about which there has been so little published. This bulletin includes only a few of the many examples which illustrate the fact that after considerable experimenting it has often been discovered that the leased department could have been operated by the store management with greater satisfaction to the customer and with more profit to the retailer.

Either first or last there must be realized the necessity for a diagnosis which will reveal the cause for weakness in any section; and the testimony of the majority, coupled with an understanding of the difficulties confronting both the lessor and lessee, will tend to disprove the theory that leasing can be counted upon as being the easiest way to take care of an unsatisfactory department. Where thorough analysis comes first, leasing is more often reserved as a remedy to be employed only in exceptional cases, and waste through unprofitable experimentation is eliminated.

A résumé of contributions from sources previously named leads to the conclusion that when "Greater service to the public" becomes the unanimous reply to "Why lease," there will be fewer and better leased departments, more successful retailers, and increased appreciation by the public of the retail store as an institution for service.

VEHICULAR TRAFFIC CONGESTION AND RETAIL BUSINESS

Summary

The problem of traffic is today one of the most important as well as one of the most serious of problems confronting city governments; and with traffic conditions most acute in business districts, there is no group of persons more concerned in the problem than retail business men.

Traffic Problem in Retail Business

The present survey is based upon more than 1500 expressions of opinion from representative merchants having direct contact with the traffic problem in communities of different size throughout the country. Most of these merchants have reported that their business is interfered with because of traffic conditions. The extent to which this interference exists indicates that it varies from 1 to 20 per cent.

The primary cause of the traffic problem is congestion of vehicular traffic. Those factors which merchants have reported to be most responsible for this condition in retail areas, and ranking in the order named, are (1) faulty traffic regulations, (2) lack of parking facilities, (3) narrow streets, and (4) the street car. These four factors may or may not be the chief forces concerned at all or even one location. However, they are significant in so far as one or more of them is thought to be a basic cause in every instance of vehicular traffic congestion. The survey further brought out the point that these factors are quite as real and are proportionately as serious in the smaller communities as in metropolitan centers.

The Automobile in the Traffic Problem

The vehicle which is most involved in this widespread condition of congestion is the automobile. The automobile has been said to be the greatest development of twenty years, both economically and socially. In most localities it is now increasing in numbers at a greater rate than population. Because of this great progress it has been difficult to keep pace with its development. It has outgrown even our most modern cities and now it is making sudden demands of retail establishments wholly out of proportion to present facilities.

Something of the extent of this demand on business has been indicated in the present survey in automobile patronage reported by merchants. More than 50 per cent. of total store patronage was reported as coming in automobiles by 13 per cent. of an unselected group of 120 stores in the Group I cities; by 16 per cent. of an unselected group of 124 stores in the Group II cities; by 30 per cent. of an unselected group of 240 stores in the Group III cities; and by 49 per cent. of an unselected group of 480 stores in the Group IV cities. While the amount of store patronage using automobiles was reported as greater in the smaller cities and communities, it does not follow that automobile ownership in those places is greater. Rather, it is indicated that those persons owning automobiles in the smaller communities use them for shopping purposes to a greater degree than those persons owning automobiles in the larger communities. Recent statistics show that the number of automobiles per capita is greater in smaller cities and rural communities than in metropolitan centers. The above estimates help to confirm that statement.

Effects of Vehicular Traffic Congestion

In those shopping areas where vehicular traffic congestion exists, instances have been reported showing that marks distinguishable as danger, lost time, inconvenience, and anxiety are making themselves evident on the buying public. In those same areas, marks which take the form of diverted business, lost business, and increased cost of merchandise are found to be coming into existence.

Relief Measures for Merchant's "Front Door"

The merchant's "front" or customer-entrance door is an important traffic contact point, and two relief measures have here been put into use by merchants and others.

One measure consists of providing sufficient curb footage for those customers who desire to be discharged at the entrance (chauffeur-driven and other patronage not self-driven). This course is necessarily dependent upon the amount of curb footage actually in existence at the contact point.

The second relief measure consists of providing sufficient day storage space for those customers who desire to park their cars. In most localities it is impossible for streets to take care of all of these cars. The average shopping time in most cities throughout the country, as revealed in the present survey, is less than half an hour, and parking-time regulations at most business locations provide for a parking-time privilege of one hour. Even traffic regulations which permit such a rapid street turnover as this have failed to accommodate the demand. Further inadequacy of parking-time regulations to meet the entire problem is found in the fact that outside of the increasingly great number of automobiles wholly out of proportion to the average merchant's curb footage, a large proportion of this automobile patronage has built up shopping peak periods. Limited parking space is, therefore, not only in demand by an increased number, but frequently at the same periods of the day. A better distribution of shopping, which in most cities means "shop early,"

(*Continued on Page 18*)

Upon the Stability of An Organization Depends the Quality of Its Product and the Service Rendered

The prosperity or poverty of a nation depends, after all, not upon laws but upon the ability of its commerce and industry to maintain its markets and thus sustain employment.

The stability of any business is founded upon a definite standard of quality and the utmost in service.

The stability of AUTOKRAFT BOX CORPORATION guarantees to its customers an unvarying quality in the new improved AUTOKRAFT cigar box and a maximum of service.

Phila., Pa.
Hanover, Pa.
Cincinnati, Ohio

AUTOKRAFT BOX CORPORATION
LIMA OHIO
A Nation Wide Service

York, Pa.
Chicago, Ill.
Detroit, Mich.
Wheeling, W. Va.

LIGGETT & MYERS PROMOTES ANDREWS

LIGGETT & MYERS Tobacco Company announces the election of J. W. Andrews as a vice-president of the company.

Mr. Andrews has been with the company since its organization, and in common with other Liggett & Myers' executives, has had thorough training in the tobacco business. His early work was with Butler & Boescher, tobacco manufacturers in Richmond, Va. During his long connection with Liggett & Myers Tobacco Company, he has had experience in every department and phase of the company's business, interrupted during the war by a mission to Russia for the American Red Cross. Thereafter he spent a period in China and in the Philippines in connection with Liggett & Myers' business. His broad and general knowledge of all phases of the tobacco business, leaf manufacture, financing, selling, advertising, and his exceptional executive ability, peculiarly fit him for the duties of his new position.

Mr. C. B. Arthur has been elected a director of the company, in charge of its purchasing department.

Mr. Ben Carroll, who has been auditor of the company for a number of years, has been promoted to the position of treasurer.

Mr. B. J. Sanders, who has been assistant auditor, has been made auditor.

Mr. H. E. White and Mr. C. W. Wilson have been appointed assistant auditors.

The officers of the company are now as follows: President, C. W. Toms; vice-presidents, J. W. Andrews, W. D. Carmichael, W. W. Flowers, E. H. Thurston, G. W. Whitaker; secretary, E. T. Noland; treasurer, Ben Carroll.

TOBACCO TRADE ORGANIZATIONS

TOBACCO MERCHANTS ASSOCIATION OF UNITED STATES

JESSE A. BLOCH, Wheeling, W. Va.	President
CHARLES J. EISENLOHR, Philadelphia, Pa.	Ex-President
JULIUS LICHTENSTEIN, New York, N. Y.	Vice-President
WILLIAM BEST, New York, N. Y.	Chairman Executive Committee
MAJ. GEORGE W. HILL, New York, N. Y.	Vice-President
GEORGE H. HUMMELL, New York, N. Y.	Vice-President
H. H. SHELTON, Washington, D. C.	Vice-President
WILLIAM T. REED, Richmond, Va.	Vice-President
HARVEY L. HIRST, Philadelphia, Pa.	Vice-President
ASA LEMLEIN, New York, N. Y.	Treasurer
CHARLES DUSHKIND, New York, N. Y.	Counsel and Managing Director

Headquarters, 341 Madison Ave., New York City

ALLIED TOBACCO LEAGUE OF AMERICA

W. D. SPALDING, Cincinnati, Ohio	President
CHAS. B. WITTROCK, Cincinnati, Ohio	Vice-President
GEO. S. ENGEL, Covington, Ky.	Treasurer
WM. S. GOLDENBURG, Cincinnati, Ohio	Secretary

ASSOCIATED CIGAR MFRS. AND LEAF TOBACCO DEALERS

JOHN H. DUYS, New York City	President
MILTON RANCK, Lancaster, Pa.	First Vice-President
D. EMIL KLEIN, New York City	Second Vice-President
LEE SAMUELS, New York City	Secretary-Treasurer

NATIONAL BOARD OF TOBACCO SALESMEN'S ASSOCIATIONS

JACK A. MARTIN, Newark, N. J.	President
ALBERT FREEMAN, New York, N. Y.	First Vice-President
IRVEN M. MOSS, Trenton, N. J.	Second Vice-President
ABE BROWN, 180 Grumman Ave., Newark, N. J.	Secretary-Treasurer

NEW YORK CIGAR MANUFACTURERS' BOARD OF TRADE

ASA LEMLEIN	President
SAMUEL WASSERMAN	Vice-President

THE NATIONAL ASSOCIATION OF TOBACCO DISTRIBUTORS

C. A. JUST, St. Louis, Mo.	President
E. ASBURY DAVIS, Baltimore, Md.	Vice-President
E. W. HARRIS, Indianapolis, Ind.	Vice-President
JONATHAN VIPOND, Scranton, Pa.	Vice-President
GEO. B. SCRAMBLING, Cleveland, Ohio	Treasurer
MAX JACOBOWITZ, 84 Montgomery St., Jersey City, N. J.	Secretary

R. J. REYNOLDS EARNINGS

(*Continued from Page 3*)

"Inventories of leaf tobacco, while considerably lower in total book value at the close of the preceding year, actually represent a larger amount of tobaccos on hand and are exceptionally well balanced from the standpoint of quality and grade, fully meeting the company's exacting requirements."

The part which tobacco companies play in providing revenues for government was referred to in the president's letter. "There has never been any reduction from the war-peak of Federal taxes on tobacco and cigarettes" he said, "and your company continues to play an important part in providing revenues for government. To say nothing of substantial payments on account of property taxes, Federal income taxes, state taxes and other local taxes, the Federal excise tax of $3 a 1000 on cigarettes represents more than 56 per cent. of our net selling price on our principal brand. When translated in terms of retail prices on the basis of those now prevailing, this tax of six cents a package of twenty cigarettes is almost one-half of the retail price, leaving the other half to cover all our costs and profits and all of the expenses and profits of the wholesalers and the retailers. Certainly whenever governmental revenues will permit it, the matter of relief from such high taxes on the profits of our industry should have consideration at the hands of taxing authorities."

Trade Notes

Abe Caro, of A. Santaella & Company, was in town last week visiting Yahn & McDonnell Cigars, local distributors of the "Optimo" brand.

Hal Dean, manager of the Bee Hive stand in Wilmington, Delaware, was a visitor last week at John Wagner & Sons, and reports a highly satisfactory year.

W. A. Yochem, of Los Angeles, is representing George Zifferblatt & Company, on the Pacific coast and the "Habanello" cigar is making a good showing in that territory.

I. B. White, manager of the cigar department of John Wagner & Sons, made a trip to Atlantic City last week accompanied by Ben Lumley, and found conditions among the hotel stands very good.

E. A. Kline, manufacturer of the "Medalist" cigar, was a visitor last week at Yahn & McDonnell Cigars. The "Medalist" brand is enjoying a good sale in this territory.

A. I. Downer has joined the sales force of Bayuk Cigars, Incorporated, as of January 2d, and will eventually act as territorial manager in a southwestern district.

Demand for the "Corona" brand continues to far exceed the supply available, according to reports from Yahn & McDonnell, local distributors of the brand, in spite of the anticipated lull following the holiday period.

DIMINISHING RETURN

OPERATION of a familiar economic law is perhaps responsible for the fact that in 1931 consumption of cigarettes in the United States showed a decline for the first time since 1900. Legislators have imposed tax after tax on cigarettes, apparently in the belief that as a means of raising revenue this was practically inexhaustible. The *Index*, a publication of the New York Trust Company, attributes the falling off in consumption to resentment of consumers against taxes imposed by States.

Inasmuch as tobacco is excelled only by the income tax as a source of revenue for the Federal Government, this decline is of importance. When consumption of cigarettes declines, consumption of leaf tobacco also declines. Thus growers of one of the most important of American money crops are directly affected.

The total output of cigarettes in 1901 amounted to 2,277,070,167. Each year thereafter showed an increase until the peak was reached in 1930 with 123,810,000,000. In 1931 the output of standard cigarettes amounted to 113,449,049,000. The *Index* says that in addition to the heavy Federal tax of six cents on each package of twenty, fourteen States levy taxes on cigarettes. In these States the decline in consumption has been particularly apparent. Average consumption in Iowa, Kansas, Utah and the Dakotas amounted to 431.3 per capita as compared with 975.1 per capita for the entire United States. A smoker who consumes an average of twenty cigarettes a day pays $21.90 a year to the Federal Treasury; when a State tax of five cents a package is added, this consumer pays a total of $40.15 a year in cigarette taxes.

It is necessary, says the *Index*, for companies manufacturing cigarettes on a large scale to keep their margin of profit on each package reasonably low. Large-scale production necessitates the use of large sums of money to buy the stocks of leaf tobacco. So far as public revenue is concerned, the point of diminishing return seems to have been reached. If taxes become so high that many persons will feel they would rather roll their own cigarettes than pay for manufactured ones, legislation will have substantially defeated its own purposes. It is not easy to get this into the heads of lawmakers who seem to think it is always easier to increase public revenue than to cut expenses.—*The New York Sun.*

All Bayuk salesmen are back in their respective territories after a visit to headquarters for the annual sales meeting, and, at the present rate the orders are coming in to the factory, will establish a record showing for January sales.

James Heaney, American Cigar Company representative, was in town last week working through Yahn & McDonnell Cigars on "Antonio y Cleopatra" with good results. The "Antonio y Cleopatra" brand has been holding its market particularly well here.

Benjamin Lumley, representing the "Garcia y Vega" brand, also the "Dulce" and "Verdi" brands, was in town last week covering the trade and found the retail stands in excellent condition following the close of the holiday season and obtained some nice orders for his brands.

TOBACCO TAXES 25.59% OF U. S. REVENUE

THE ANNUAL REPORT of the Commissioner of Internal Revenue for the fiscal year ended June 30, 1932, recently released, states that collections from tobacco taxes amounted to $398,578,618.56 for the year, a decrease of $45,697,884.06, or 10.29 per cent., compared with the previous year.

Tobacco taxes collected represent 25.59 per cent. of the total internal revenue collected in 1932, compared with 18.30 per cent. for the previous year.

The taxes on small cigarettes, the principal source of the tobacco tax collections, amounted to $317,533,080.02, a decrease of $41,382,107.82, or 11.53 per cent., compared with the previous year, and represents 79.66 per cent. of the total tobacco collections during 1932, as compared with 80.78 per cent. for the previous year.

Principal decreases in collections from the taxes on the other classes of manufactures were $3,817,787.84 on large cigars, $346,786.28 on manufactured tobacco, and $344,164.47 on snuff. The collections of taxes on cigarette papers and tubes amounted to $1,645,241.95 and $55,260.90, increases of $207,241.98 and $51,434.46, respectively, compared with the previous year.

The number of cigar factories in business on January 1, 1931, was 6195, and the number in business on January 1, 1932, was 5982, a decrease of 213 factories. The number of factories producing manufactured tobacco decreased 18 in the same period, and the number of cigarette factories decreased 4. Bonded cigar factories also show a decline of 1 for the same period.

TENNESSEE TOBACCO PRICES

The highest average price paid for burley tobacco on the Morristown, Tenn., market this season was reported on January 7th, when 230,026 pounds brought an average of $18 a hundred.

Tobacco on the Greenville, Tenn., market, on January 6, sold at an average of $16 a hundred pounds for 475,000 pounds, according to an estimate by J. S. Bernard, who announced that 7,000,000 pounds had been sold this season on that market.

GENERAL CIGAR DIVIDEND

Directors of the General Cigar Company, Incorporated, declared the regular quarterly dividend of $1 a share on its common stock and $1.75 a share on its preferred stock, last week.

The common dividend is payable February 1st to stock of record January 16 and the preferred disbursement is payable March 1st to stock of record February 20th.

BLOCH BROTHERS DIVIDEND

Bloch Brothers Tobacco Company at their directors' meeting on January 5th, took no action on the February 15th dividend on the $25 par value common stock. The last payment was 37½ cents made on November 15.

WALGREEN COMPANY SALES

Walgreen Company reports December sales of $4,102,827 as compared with $4,606,512, a decrease of 10.9 per cent. for the same month in 1931. For 1932, sales totaled $45,834,612 as compared with $54,067,138 for 1931, a decrease of 15.2 per cent.

Classified Column

The rate for this column is three cents (3c.) a word, with a minimum charge of seventy-five cents (75c.) payable strictly in advance.

FOR SALE

FOR SALE—MODEL L UNIVERSAL BUNCHING MACHINE; No. 18 Strickler Tobacco Scrap and Stem Cleaning Machine; Presses; Molds. J. D. Foy, Dothan, Ala.

FOR RENT

OFFICE AND FLOORS FOR CIGAR MANUFACTURING OR STORAGE—No parking restrictions; good location; low rent; freight elevator and loading platform. Will divide. Metals Coating Company of America, 495 North Third Street, Philadelphia.

HAVANA CIGARS

OLD MANUFACTURING FIRM OF HAVANA QUALITY CIGARS will serve orders in any quantity to discounting dealers, at profitable prices. Satisfaction guaranteed. Address for particulars "Fair Dealing", Box 1168, Tampa, Fla.

OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
BETUN. AROMATIZER. BOX FLAVORS. PASTE SWEETENERS
FRIES & BRO., 92 Reade Street, New York

BAYUK FACTORY RUSHED

The Bayuk "Phillie" is receiving a most favorable reception from the consumer at the new price of five cents, and from all indications a further increase in the popularity of the brand is accordingly developing through the change in price. Orders are coming in very nicely for the brand at Bayuk headquarters, and the factory is unable to ship all orders promptly in spite of the fact that the factory is running to capacity.

WAGNER HAS GOOD YEAR

John Wagner & Sons, importers and distributors of high-grade cigars and tobacco products, 233 Dock Street, report the year 1932 a highly successful one, and one of their best years since the firm was established.

Business since the advent of the new year has been surprisingly good, denoting that the retailers' stocks were pretty well depleted during the holidays, and also the consumer was probably not as generously supplied with cigars by Santa Claus this Christmas as in former years.

Tobacco Merchants' Association Registration Bureau,

341 Madison Ave.
NEW YORK CITY

Schedule of Rates for Trade-Mark Services Effective April 1, 1916.

Registration,	(see Note A),	$5.00
Search,	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS

DASNEE:—46,129. For all tobacco products. December 21, 1932. Baron Cigar Company, Brooklyn, N. Y.

MARVIN & BEVERLY:—46,130. For all tobacco products. December 21, 1932. Baron Cigar Company, Brooklyn, N. Y.

FACTORY ASSORTS:—46,131. For cigars and tobacco. December 17, 1932. T. E. Norvell Cigar Co., Augusta, Ga.

FAMABELLA:—46,132. For all tobacco products. December 6, 1932. Jose Escalante & Co., Chicago, Ill.

PERCO SPECIAL BURLEY:—46,133. For all tobacco products. December 29, 1932. Charles B. Perkins Company, Boston, Mass.

WALLICK HALL:—46,134. For all tobacco products. December 24, 1932. Aaron Sulman, Brooklyn, N. Y.

TRANSFERS

LA PLANTINA:—31,896 (Trade-Mark Record). For cigars, cigarettes and tobacco. Registered March 30, 1906, by O. L. Schwencke Litho. Corp., Brooklyn, N. Y. Transferred by American Colortype Co., Allwood, Clifton, N. J., successors, to Irving H. Waterman, Flushing, N. Y., December 28, 1932.

DELINDA:—30,407 (Tobacco World). For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. Registered September 10, 1914, by Pasbach-Voice Litho. Co., New York, N. Y. Through mesne transfers acquired by Deisel-Wemmer-Gilbert Corp., Detroit, Mich., December 6, 1932.

KERNEL:—19,576 (Tobacco Leaf). For cigars, cheroots and cigarettes. Registered August 31, 1900, by Calvert Litho. Corp., Chicago, Ill. Transferred to Lillienfeld Bros. & Co., trading as Jose Escalante & Co., Inc., Chicago, Ill., February 4, 1901.

HALCYON CLUB:—27,070 (Tobacco World). For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. Registered July 21, 1913, by Kimmig-Robinson Co., Philadelphia, Pa. Transferred to H. S. Kissinger, Rothsville, Pa., January 4, 1933.

PHILIP MORRIS CONSOLIDATED NET UP

Annual report of Philip Morris Consolidated, Incorporated, placed in the mails with the January 3 dividend checks to Class A stockholders, shows net income for the calendar year 1932 of $415,173, up from $385,472 in 1931. After allowing for dividends on the Class A stock, net was equivalent to 68 cents a share on the 482,596 shares of common stock outstanding. This compares with 61 cents a share in 1931, figured on an equivalent basis and giving effect to the issuance of one share of common stock in exchange for each two shares then outstanding.

AMERICAN MACHINE AND FOUNDRY DIVIDEND

Directors of American Machine and Foundry Company have declared the regular quarterly dividend of twenty cents a share on the common stock, payable February 1st to stockholders of record January 21, 1933.

CONSOLIDATED CIGAR DIVIDEND

Consolidated Cigar Corporation has declared the regular quarterly dividends of $1.62½ on the prior preferred stock, payable February 1st to stock of record January 20th, and $1.75 on the preferred stock, payable March 1st to stock of record February 15th.

SAYS TOBACCO IS STABILIZING FACTOR

IN a year-end survey of the tobacco industry, R. M. Ellis, president of Philip Morris, Limited, Incorporated, stated that "the tobacco industry can do much to stabilize and stimulate other business if the retailers ask for reasonable profits and can prevent the legislators from demanding unreasonable taxes."

"Few persons," he added, "realize how much the stability of the tobacco industry contributed during 1932." Heavy taxation, he said, was the one thing that the industry was most concerned about.

In discussing taxation, Mr. Ellis stated: "Everybody sees the big six-cent tax stamp on each package of cigarettes. Some people may even realize that the six-cent tax on twenty cigarettes means that the United States makes more money out of every package than the manufacturer, wholesaler or retailer—often making more on each package than does the whole cigarette industry put together. In spite of this, different states are constantly toying with the temptation to kill the goose that lays the golden egg and add their state stamp tax as well. In more than ten states this has been done. Our hope is that wiser counsel will show that any industry that pays a regular income of $400,000,000 to the Federal Government should not be endangered by petty taxes for local purposes."

Mellis said that the roll-your-own movement and the ten-cent cigarette were made possible by "depression levels for tobacco, labor and other costs." Both, he suggested, would tend to die out as an increase in business "brings in an increase in nickels."

NEW TOBACCO RATES SOUGHT

Kentucky receivers have asked trunk line railroads for a 55 cents a hundred pounds rate from Baltimore, 56 cents from Philadelphia and 59 cents from New York to Louisville, on shipments of carload lots of unmanufactured leaf tobacco, a 20,000-pound minimum, subject to rule 34, official classification.

RETAIL STORE PROBLEMS

(*Continued from page 14*)

has been suggested as a means of alleviating this condition. The greatest relief so far has come through the creation of specific and definite space in which the customer's automobile can be parked.

Efforts on the part of merchants to adjust store service to meet the need for parking space have taken the form of garage service, outdoor-parking-area service, bus service, and chauffeur service. Eighty of these services have been reported in the present survey. A few are principally means of relieving the customer's mind from anxiety in respect to parking regulations; others are part of an advertising program. Most of them, however, do contribute to the relief of traffic congestion. This survey indicates that parking services offered by merchants remove from the streets more than a million cars annually.

While the merchants attract and even encourage a goodly proportion of people found on our business streets, thereby helping to create congestion, it is not alone the merchant's but everybody's problem. The parking facilities offered by individuals and municipalities also contribute greatly toward the reduction of congestion in business areas.

(To be continued)

FEBRUARY 1, 1933

VOLUME 53 No. 3

THE TOBACCO WORLD

Upon the Stability of An Organization Depends the Quality of Its Product and the Service Rendered

The prosperity or poverty of a nation depends, after all, not upon laws but upon the ability of its commerce and industry to maintain its markets and thus sustain employment.

The stability of any business is founded upon a definite standard of quality and the utmost in service.

The stability of AUTOKRAFT BOX CORPORATION guarantees to its customers an unvarying quality in the new improved AUTOKRAFT cigar box and a maximum of service.

Phila., Pa.
Hanover, Pa.
Cincinnati, Ohio

AUTOKRAFT BOX CORPORATION
LIMA OHIO
A Nation Wide Service

York, Pa.
Chicago, Ill.
Detroit, Mich.
Wheeling, W. Va.

PUBLISHED ON THE 1ST AND 15TH OF EACH MONTH AT 236 CHESTNUT ST., PHILA., PA.

After all nothing satisfies like a good cigar

WOODEN BOXES

Are the Only Natural Humidor for Cigars.

Pack your cigars in wooden boxes and preserve their delicate aroma, mellowness and flavor right up to the time they are passed over the counter to the customer.

Discriminating cigar smokers prefer to select their favorite brand from a wooden box—and it's good business to cater to the dealer and consumer by packing your cigars in wooden boxes.

WHEN BUYING CIGARS
Remember that Regardless of Price
THE BEST CIGARS
ARE PACKED IN
WOODEN BOXES

Volume 53

THE TOBACCO WORLD

Number 3

Established 1881
TOBACCO WORLD CORPORATION
Publishers
Hobart Bishop Hankins, President and Treasurer
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EDITORIAL COMMENT

THE cigar industry is awaiting with great interest announcement by the Associated Cigar Manufacturers and Leaf Tobacco Dealers of plans to stimulate the smoking of cigars.

It seems highly improbable that under present conditions any adequate sum of money can be raised for a national advertising campaign, and yet by complete cooperation throughout the cigar industry some millions of dollars might be made availabe for this purpose.

Everywhere there is a swelling chorus of voices sounding throughout the nation a cry for economy and retrenchment. But the cigar manufacturers go blandly on wrapping their good cigars in a transparent covering which costs annually millions of dollars. It is not pertinent whether this sum is $3,000,000 or $4,000,000 or $5,000,000. In any event it is a lot of money invested in a very questionable decoration which destroys the individual appearance of the cigars, is damned by everyone from the greens keeper to the housewife, certainly adds nothing to the smoking quality of the product, and an expense that is not justified by the present condition of business. And in addition no intelligent smoker believes the tommyrot that this expenditure has not been taken out of manufacturing costs somewhere along the line.

Cigar company earnings nowhere reflect such prosperity that several millions of dollars can annually be spent on an article that the smokers never asked for and which thousands and thousands of them resent.

If the cigar industry as a whole would announce through its various advertising media, including the radio, that in the interests of economy and for the purpose of giving the smoker better cigar value it would abandon the use of the lucid covering after a specified date, we doubt if there would be any general uprising among the consumers. They would probably be perfectly willing in these days to go back to the old-fashioned cigar in its natural wrapper, and packed in good wood boxes. They would certainly give the proposition a fair trial—and there is the possibility that they would find that many brands would taste the better for the change.

Then, if this were done, let each manufacturer keep a monthly record of his savings in overhead, labor and material by the abandonment of the transparent wrapper, and pay a percentage of that sum monthly into a publicity fund to be spent under the direction of the Associated Cigar Manufacturers and Leaf Tobacco Dealers committee for this purpose.

The balance of the savings could be spent to improve the product itself.

Certainly if several millions of dollars a year can be spent for an article which has produced no evidence of increasing cigar sales, it is equally possible to divert this sum of money in a direction which has definite promise of stimulating cigar smoking. The attitude of general business today is to rid itself of unnecessary expenses. And that any money spent should be devoted to purposes which may reasonably be expected to be productive of increased business, if not profits.

The December withdrawals of slightly more than 254,000,000 cigars is the lowest December figure in our records, and represents a consumption of less than 10,000,000 cigars a day for the whole nation in that month.

The decline in withdrawals for the calendar year of 1932 totalled more than 876,000,000 cigars. A loss of 16 per cent. does not sound so bad in these days but when we note that the withdrawals for 1932 fell below 4,500,000,000 it is obvious that in these past few years we have drifted quite some distance away from a normal annual consumption of six and one-half to seven billion cigars.

NEW DISTRIBUTORS FOR "BRIGGS" TOBACCO

The P. Lorillard Company announce that F. A. Davis & Sons, Baltimore, Md,; Dearstyne Brothers Tobacco Company, Albany, N.Y., and the H. E. Shaw Company, Worcester, Mass., all well-known distributors of high-grade tobacco products in their respective territories, have been appointed distributors of the new "Briggs" smoking tobacco, the recently introduced high-grade brand of the P. Lorillard Company which has been meeting with a phenomenal demand ever since it was first introduced to the consumer through a few selected outlets.

The distribution of "Briggs" is being expanded through selected outlets just as rapidly as production will permit.

MOTHER OF C. A. BOND ILL

Charles A. Bond, tobacco agent for the Philippine Government, was called to California last week due to the critical illness of his mother. In his absence the offices at 15 William Street, New York City, are in charge of Agent David F. Morris.

GODFREY S. TINT WEDDING

ON SUNDAY, January 15th, one of the most beautiful wedding ceremonies to be seen in Philadelphia was solemnized in the crystal ballroom of the Elks Hotel here, when Godfrey S. M. Tint and Miss Jeannette Bernstein were united in marriage.

Mr. Tint is the son of Harry Tint, well-known cigar importer and operator of cigar stands in the Burlington Arcade and the Pennsylvania Building, and assists his father in the operation of the stores.

The ballroom was beautifully decorated with ferns, palms and a profusion of flowers, and the bridesmaids were beautifully gowned in dresses depicting the various colors of the rainbow and carried cut flowers covering the same range of colors.

Among those present were Mannie Perez, of Marcelino Perez & Company, Tampa, Fla., and Mrs. Perez; Steve Herz, of the D. Emil Klein Company, New York; Harold Dean, of the Bee Hive, Wilmington, Del., and Mrs. Dean; Fred Suss, of S. H. Furgatch & Company, New York; Benjamin C. J. Lumley, of the Garcia y Vega factory, Tampa, Fla., and F. W. Sommerfeld Cigar Company, Miami, Fla., and Mrs. Lumley, and I. B. White, manager of the cigar department of John Wagner & Sons, Philadelphia distributors, and Mrs. White.

After the ceremony and reception which followed, the newlyweds left for New York, and later sailed for Havana, Cuba. After a short honeymoon they will return and take up their residence in Philadelphia.

The Penlo Cigar Company, 125 North Seventh Street, was sued here last week by the Atlantic City Publishing Company to recover $201 for advertising.

Among the out-of-town visitors last week in Philadelphia were Steve Herz, D. Emil Klein Company; Frank Swick, of the Health Cigar Company; Barton Lemlein and Joe Banker; and Mr. Harris, of the American Tobacco Company.

At Bayuk Cigars, Incorporated, headquarters they report that orders for the new "Bayuk Phillies" are being received in a highly gratifying volume since the reduction in the price on January 2d to five cents. The huge factory at Ninth Street and Columbia Avenue is kept running at capacity to meet the demand for this national favorite.

BAYUK CIGARS, INC., WINS ANOTHER SUIT AGAINST INFRINGERS

ANOTHER sweeping injunction, in its aggressive campaign to prevent infringement and fraudulent use of its trade-mark names, has been obtained by Bayuk Cigars, Incorporated, Philadelphia.

Vice-Chancellor Backes, of the Chancery Court of New Jersey, issued an order restraining George Fine, a Newark cigar jobber, from using the word "Philadelphia" in the manufacture and sale of a cigar known as "Philadelphia Seal Hand Made."

The Vice-Chancellor held that Fine's use of the name "Philadelphia" was of evident intent to deceive customers into believing that they were buying a Bayuk Cigar popularly known as "Phillies" and "Philadelphia Hand Made." He referred to evidence that Fine had actually encouraged dealers to "palm off his cigars to customers" as those made by Bayuk.

The Vice-Chancellor said: "The defendant's cigars are not made in Philadelphia—they are not hand made—and 'Philadelphia' was selected solely with the ulterior purpose, later accomplished, of exploiting the complainant's business."

A. Gutierrez, Newark manufacturer of high-grade cigars was a visitor in Philadelphia last week.

F. Nagel, formerly associated with Bayuk's as their Detroit branch manager, has been assigned as territorial manager to the San Francisco, Cal., territory, where Bayuk brands are distributed through Messrs. Ehrman Brothers, Horn & Company.

Yahn & McDonnell report that their D. & M. No. 1 smoking mixture, a private brand of this well-known distributor, has been showing a steady increase in demand, and sales on this popular mixture more than doubled during the past year as compared with the previous year.

Ben Lumley, representing the Garcia y Vega factory, Tampa, Fla., and the F. W. Sommerfeld Cigar Company, manufacturers of the "Dulce" and "Verdi" brands, Miami, Fla., distributed in this territory by John Wagner & Sons, reports excellent business on his brands for this period of the year. Mr. Lumley sailed on board the SS. "Howard" last Friday for a visit to the Florida factories.

LIGGETT & MYERS EARNS $23,075,212

LIGGETT & MYERS Tobacco Company, one of the "big four" American cigarette manufacturers, shows for 1932 net income of $23,075,212 after charges and Federal taxes, equal after dividends on the 7 per cent. preferred stock to $6.85 a share on 3,136,939 shares of par $25 combined common and common B stocks. This compares with net income of $23,121,382 or $6.87 a share in the preceding year.

Directors of the company declared an extra dividend of $1 on the common and common B stocks payable March 1 to stock of record February 15th, a similar payment having been made a year ago.

Net sales for 1932, after payment of the Federal tax, totaled $24,749,979 against $24,810,356 in 1931. The company paid out over the year $1,575,987 in preferred dividends and $15,684,615 in common dividends, adding $5,814,610 to profit and loss surplus, which totaled $39,887,433 on December 31st.

The consolidated balance sheet of the company shows current assets as of December 31st of $165,673,394, including the United States Government and other bonds of $52,442,677 and cash of $20,727,861. At the close of 1931 current assets totaled $156,554,688, including $20,980,450 in United States Government and other bonds and $27,075,001 in cash.

The balance sheet of Liggett & Myers Tobacco Company as of December 31, 1932, compares as follows:

	1932	1931
Assets		
R. E. mach. & fix.	$24,198,909	$23,988,007
Trdmks., gdwl., etc.	1	1
Inventories	76,746,077	90,044,682
Gov., State and mun. bonds	52,442,677	20,980,450
Sub. co. stock	492,584	492,584
Accts. rec., etc.	8,307,246	11,005,022
Pfd. stocks	2,480,785	2,480,785
Securities	4,476,164	4,476,164
Cash	20,727,861	27,075,001
Total	$189,872,304	$180,542,696
Liabilities		
Pfd. stock	$22,514,100	$22,514,100
*Com. stock	21,496,400	21,496,400
*Cl. C. com. stk.	56,927,075	56,926,575
Bonds	27,927,200	28,054,200
Accrued int.	538,925	541,147
Divs. pay.	393,997	393,997
Tax. res., etc.	5,838,211	3,833,862
Deprec. res.	12,537,288	11,718,110
Accts. pay.	1,811,675	991,482
Surplus	39,887,433	34,072,823
Total	$189,872,304	$180,542,696

A decline in accounts receivable to $8,307,246 at the end of 1932 from $11,005,022 at the end of 1931 is noted in the balance sheet.

YORK BOXMAKER WED

A cablegram from Colombo, Ceylon, under date of January 23d, announced the marriage of Chester G. Myers, vice-president and treasurer of Autokraft Box Corporation, York, Pa., to Miss Leah Strayer, an acquaintance of many years, of the same city. Both are passengers on the "Empress of Britain," which sailed from New York, December 4th, on a world cruise.

Mr. Myers is quoted as stating that they had decided on a quick wedding to make the rest of the cruise a wedding tour. Dispatches state that another ceremony took place in the ball room of the "Empress of Britain," following the civil wedding.

T. J. MALONEY DEAD

THOMAS J. MALONEY, former president of the P. Lorillard Company, Incorporated, tobacco manufacturers, and one of the most generous financial supporters of the Roman Catholic Church, died of pneumonia on January 18th in the Holy Name Hospital in Teaneck, N. J. He was seventy-four years old.

Mr. Maloney's death followed closely upon that of his wife and fellow-philanthropist, Mrs. Mary Smith Maloney, who died January 12th in their home at Saddle River. Mr. Maloney insisted upon attending his wife's funeral, although physicians advised him against leaving the house. He became seriously ill over the week-end and was taken to the hospital, where his condition grew steadily worse. For the last six months he had been suffering from heart disease.

At the time of his death Mr. Maloney's principal business activities were centered about his chairmanship of the board of directors of the Hudson County National Bank in Jersey City. Most of the closing years of his life were devoted to philanthropic enterprises, which had won his knighthood in the Order of St. Gregory. Bishop Thomas J. Walsh, of the Roman Catholic diocese of Newark, estimated today that in 1931 alone Mr. Maloney gave the diocese upwards of $1,000,000 in cash and property.

His rise in the ranks of tobacco executives was rapid. Thomas Fortune Ryan, the late financier, who was a director of the American Tobacco Company and a close friend of Mr. Maloney, once said, "He knows more about tobacco than any man living."

Mr. Maloney was born in Covington, Ky., in the heart of the State's tobacco belt. He was associated with the industry from boyhood, coming finally to manage the interests of the P. Lorillard Company in Kentucky. In 1893 the firm summoned him to be superintendent of its Jersey City plant, and when the Lorillard Company became a part of the American Tobacco Company, Mr. Maloney was made first vice-president of the corporation.

Later the American Tobacco Company was dissolved and the Lorillard Company became an individual unit again, with Mr. Maloney as its first president. He retired from office in 1924. Besides being chairman of the Hudson County National Bank he was a director of the Emigrant Savings Bank of New York.

After he became wealthy Mr. Maloney was a frequent and generous cash contributor to the cause of Irish freedom, an enterprise in which his wife shared. He was also a member of several local Irish-American organizations. For this work and for his church philanthropies Mr. Maloney was decorated with the grand cross of the Order of St. Gregory by Pope Pius XI.

In 1928 he gave the Newark diocese $250,000 for the construction of an addition to the Seminary of the Immaculate Conception in Darlington, where priests of the diocese are educated. He made a similar gift to Georgetown University in the same year. Together with his wife, Mr. Maloney contributed $300,000 for the building of the Villa Marie Clare, a retreat in Saddle River which they presented to the Sisters of the Peace.

Funeral services were held at 9 A. M. Saturday from his home on East Saddle River Road, Saddle River. Requiem mass followed at 10 A. M. at St. Joseph's Villa there.

Interment was in Holy Cross Cemetery, North Arlington, N. J.

You should know the Truth about the cigarettes you smoke

A great deal of confusion has been caused by certain representations made in cigarette advertising. A clamor of competitive claims has bewildered the public. We have received hundreds of letters asking us the truth about the conflicting claims of various brands. Because Camel first popularized cigarette smoking, because Camel has sold more billions of cigarettes than any other brand, we were the natural people to write to. And we are the natural people to tell the facts about cigarettes. We have always offered an honest cigarette, honestly advertised.

1. *Question:* **What is the mildest cigarette?**

Answer: The fact that a cigarette is insipid and tasteless does not mean that it is mild. The fact that it has been artificially flavored or scented does not mean it is mild. Mildness means that a cigarette is so made that it is gentle and non-irritating *without sacrifice of flavor.* This is almost entirely a question of the quality of the tobaccos and the skill in their blending. Practically all of today's popular cigarettes are manufactured and rolled in much the same way. The difference comes in the tobaccos that are used. While the irritating effects of cheap, raw tobaccos can be removed to some extent by intensive treatment, nothing can take the place of the more expensive, naturally *fine* tobaccos. The *mildest* cigarette is the cigarette that is made of the *best* tobaccos. ***It's the tobacco that counts.***

2. *Question:* **What cigarette has the best flavor?**

Answer: There are just three factors that control the flavor of a cigarette. The addition of artificial flavoring. The blending of various tobaccos. And the *quality* of the tobaccos themselves. Quality is by far the most important. Cheap, raw tobacco can be disguised in part by artificial flavoring. *But it can never equal the goodness of mild, ripe, costly tobaccos.* Adding a number of poor things together will not make a good thing. And when you consider that domestic cigarette tobaccos vary in price from 5¢ a pound up to 40¢ a pound, and imported tobaccos from 50¢ to $1.15, the difference in cigarette flavors is readily apparent. Tobacco men long ago learned to choose, for flavor, the cigarette blended from the costlier tobaccos. ***It's the tobacco that counts.***

3. *Question:* **What cigarette is easiest on the throat?**

Answer: The easiest cigarette on your throat is the cigarette that is made from the choicest ripe tobaccos. *Cheap* grades of tobacco are, as you would naturally expect, *harsh* in their effects upon the throat. And there is a peppery dust occurring to some extent in all tobaccos. Finding its way into many cigarettes, this dust has a decidedly *irritating* effect. A special vacuum cleaning process has been developed that removes all trace of dust. The absolute rejection of inferior tobaccos and elimination of this dust represent the highest standards ever attained in cigarette manufacture. The cigarette that is blended from the most expensive tobaccos under these modern conditions is as non-irritating as any smoke can possibly be. ***It's the tobacco that counts.***

4. *Question:* **What about heat treating?**

Answer: This is one of the real superstitions of the tobacco business. All cigarette manufacturers use the heat-treating process. But harsh, raw, inferior tobaccos require considerably more intensive treatment than choice ripe tobaccos. High temperatures conceal, to some extent, the harsh effects of low-cost tobacco, although this parching process may produce a rather flat and lifeless flavor. But neither the heat treatment nor any other treatment can take the place of good tobacco. Heat can never make cheap, inferior tobaccos good. ***It's the tobacco that counts.***

5. *Question:* **What cigarette is coolest?**

Answer: Many myths have been woven around "coolness." The facts are simple: Coolness is determined by the speed of burning. *Fresh* cigarettes, containing as they do 12% moisture, burn more slowly than parched, dry cigarettes. That is why they smoke cooler. This makes the method of wrapping very important. Improperly wrapped cigarettes begin to dry out as soon as packed. They smoke hot and dry. The Humidor Pack, although more expensive, gives protection ordinary cellophane cannot equal. It is made of 3-ply, MOISTURE-PROOF cellophane, tailored snugly to the package, and WELDED into a seamless envelope. Air cannot get in. Freshness cannot get out. The cigarettes are always in prime condition. An illusion of coolness can be achieved by adding certain chemicals to tobacco. But even chemicals cannot do more than mask the heat of quick-burning, dry tobaccos. The coolest cigarette is the *freshest* cigarette—the least irritating, the one that has the costliest tobacco. A cigarette blended from expensive tobaccos tastes cooler than one that is harsh and acrid. ***It's the tobacco that counts.***

6. *Question:* **What is the purest cigarette?**

Answer: All popular cigarettes are made under sanitary conditions unsurpassed even in the packing of foods. All cigarettes are made with practically identical modern machinery. Uniformly fine cigarette paper is used. If any single manufacturer should claim superior purity it could only be interpreted as a confession of weakness *unless he pinned his claim exclusively on the tobacco he used.* Purity in a cigarette lies in the tobacco used. Choice grades of tobacco, from which even the fine dust of the tobacco itself has been removed, are less irritating, therefore "purer" than inferior tobaccos. ***It's the tobacco that counts.***

7. *Question:* **What about blending?**

Answer: Even if other manufacturers should in the future use the finer, more expensive tobaccos which go into Camels, they would still be unable to duplicate Camel's *matchless blending.* Tobaccos are blended to give a cigarette its own distinctive *individuality.* The characteristic delicacy and flavor of the Camel blend have won not only the esteem of the American public, but the sincere admiration of other cigarette manufacturers, who have spent hundreds of thousands of dollars and years of effort trying to discover how the costly tobaccos in Camels are blended. But in vain. Camel's *matchless blend* is a priceless asset. Yet its fine full flavor is made possible because Camels use *more expensive* tobacco. ***It's the tobacco that counts.***

CAMELS

It is a Fact, well known by leaf tobacco experts, that Camels are made from finer, MORE EXPENSIVE tobaccos than any other popular brand. We actually pay MILLIONS MORE every year to insure your enjoyment.

(Signed) R. J. REYNOLDS TOBACCO COMPANY
Winston-Salem, N. C.

— NO TRICKS
...JUST COSTLIER TOBACCOS
IN A MATCHLESS BLEND

Copyright, 1933, R. J. Reynolds Tobacco Company

NEWS FROM CONGRESS AND FEDERAL DEPARTMENTS

FROM OUR WASHINGTON BUREAU 622 ALBEE BUILDING

ADOPTION of the manufacturers' excise tax is seen by Secretary of the Treasury Ogden L. Mills as the only possible method of balancing the budget for the coming fiscal year, in view of the exhaustion of the field of new taxes by the revenue law of 1932.

Pointing out that experience has shown that many of the taxes in the present revenue law are difficult of administration and "not particularly productive," Mr. Mills declared that some are inequitable and unjustifiable in their present form and could be eliminated by the adoption of a general manufacturers' sales tax at a comparatively low rate.

There will, however, be no further tax legislation under the Hoover administration, the House Ways and Means Committee, by a party vote, having rejected all proposals for tax revision at this time, so that the next revenue bill will be enacted under the aegis of the Roosevelt administration during the special session of Congress which is expected to convene after the middle of April.

In the meantime, however, there will be some study by Congress of the question of duplication of taxation, discussed at length in a 300-page report of a House committee in which the state taxes on tobacco are included among many other levies adopted by both Federal and State governments.

While the report makes no recommendations, it is conclusively shown that duplication of taxation has become a problem which must be dealt with if any well-defined national tax policy is ever to be adopted. There are fields, the report points out, which in the past have been exclusively used for Federal taxation and others which have been considered the field of the states—tobacco being a good example of the first and gasoline of the second—but in recent years, with an increased demand for new revenue, each has invaded the field of the other.

The result has been that over-taxation has materially reduced possible revenues, it being pointed out in the report that the consumption of cigarettes in tobacco-taxing states is heavily under that of the no-tax states.

Few of the nex taxes included in the 1932 revenue law are deductible from the gross income of individuals in the making of income tax returns, under a ruling by the Commissioner of Internal Revenue.

Most of the taxes, it was pointed out, are imposed by the law on the manufacturer and paid by him, and are not regarded as taxes paid by the consumer of the commodity, even though they may be passed on to him in whole or in part in the price of the merchandise.

Under this interpretation, taxes paid on cigarettes, gasoline, lubricating oil, tires and automobile accessories, candy, jewelry, etc., are not items which the individual taxpayer may deduct from his income as taxes paid by him.

In the case of the taxes on electricity, telegraph and telephone messages, safety deposit boxes, club dues, admissions and checks, and the various stamps on securities and deeds, however, the law places liability upon the individual and payments may be deducted from income.

In connection with the gasoline tax, it is explained, there is a distinction between the Federal and state levies, the former being imposed on the manufacturer and not deductible by the purchaser while in some instances the latter is imposed on the purchaser and so deductible by him from his income.

Legislation amending the bankruptcy law so as to permit of reorganizations which will insure the continued operation of going concerns which may find themselves unable to meet their debts and avoid the waste incident to the liquidation of assets through bankruptcy proceedings is expected to be adopted before adjournment of the present session of Congress.

Bills now pending in both the Senate and House of Representatives set up new machinery whereby individuals unable to meet their debts in full may secure compromises and extensions while corporations may be reorganized, under plans which must be accepted by two-thirds of each class of creditors and stockholders involved and offered for the approval of the court.

The legislation is designed to meet a situation called to the attention of Congress by Attorney General Mitchell in December, to deal with which President Hoover urged immediate action in a special message last month.

"The process of forced liquidation through foreclosure and bankruptcy sale of the assets of individual and corporate debtors who, through no fault of their own, are unable in the present emergency to provide for the payment of their debts in ordinary course as they mature, is utterly destructive of the interests of debtors and creditors alike, and if this process is allowed to take its usual course misery will be suffered by thousands without substantial gain to their creditors, who insist upon liquidation and foreclosure in the vain hope of collecting their claims," the President declared.

(Continued on page 13)

PHILIPPINE INDEPENDENCE MEASURE

A bill to grant conditional independence to the Philippine Islands (H. R. 7233) has been passed in both houses over the Presidential veto. Under its provisions, however, it does not take effect until accepted by a concurrent resolution of the Philippine Legislature or by a convention called for the purpose of passing upon that question as may be provided by the Philippine Legislature.

By the terms of the measure, the Philippine Legislature is to provide for the election of delegates to a constitutional convention, which shall meet within one year after the enactment of the act to formulate a constitution. After the constitution is drafted and approved by the convention, it is to be submitted (within two years after enactment of this act) to the President of the United States, who shall determine if it meets the requirements contained in the bill. If the President of the United States certifies that it does meet the requirements, it shall be submitted to the people of the Philippine Islands at an election to be held within four months after such certification.

If the constitution is adopted at the election, an election of Philippine officers shall take place within not less than thirty days, nor more than sixty days after the Governor General issues his proclamation (not later than thirty days after the fate of the constitution is known), that the constitution has been adopted.

After the result of the election of officers is certified to the President of the United States, the President shall issue a proclamation announcing the results of the election, and upon the issuance of such proclamation the new government shall take hold.

Trade Relations

After the inauguration of the independent Philippine Government, trade relations between the United States and the Philippine Islands shall be as now provided by law, subject to the following exceptions (special provision is made for duties on sugar, cocoanut oil, yarn, cordage, etc.):

The Philippine Government shall impose and collect an export tax on all articles exported to the United States, free of duty under the provisions of existing law (this, of course, applies to leaf tobacco, cigars, etc.) as follows:

During the sixth year the export tax shall be 5 per cent. of the rates of duty which are required by the laws of the United States, to be levied, collected and paid on like articles imported from foreign countries.

During the seventh year.....10 per cent.
During the eighth year.....15 per cent.
During the ninth year.....20 per cent.

After the expiration of the ninth year, the duty shall be 25 per cent.

On the Fourth of July immediately following a period of ten years from the date of the inauguration of the new government, the President of the United States shall surrender all authority, etc., and the Philippine Islands shall be declared a separate and independent government.

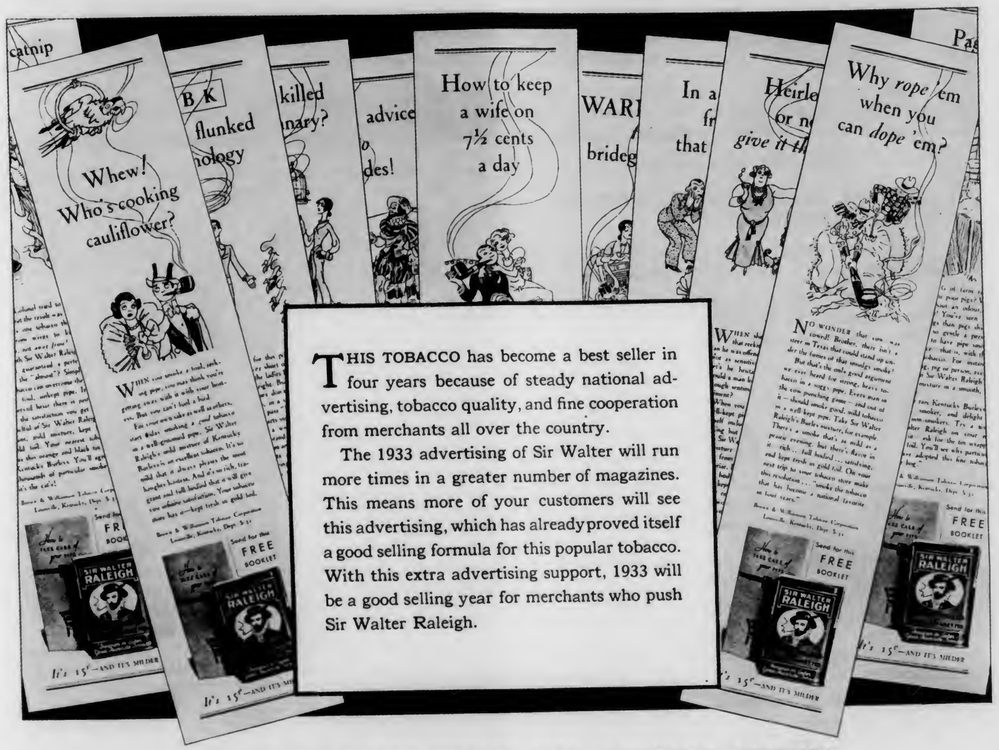
After the Philippine Islands become free and independent there shall be levied, collected and paid upon all articles coming into the United States from the Philippine Islands the rates of duty which are required to be levied, collected and paid upon like articles imported from other foreign countries.

There is, however, a proviso that at least one year prior to the date fixed in this act for the independence of the Philippine Islands, a conference is to be held between the Philippine and the United States authorities for the purpose of formulating recommendations as to future trade relations between the United States and the Philippine Islands.

CALENDAR YEAR WITHDRAWALS FOR CONSUMPTION

	Calendar Year 1932	*—Decrease +Increase Quantity*
Cigars:		
Class A—		
United States	3,490,540,050	— 197,244,330
Puerto Rico	69,996,735	— 60,437,375
Philippine Islands	173,966,740	+ 6,497,145
Total	3,734,503,525	— 251,184,560
Class B—		
United States	52,025,911	— 117,855,809
Puerto Rico	191,000	— 1,547,100
Philippine Islands	698,142	— 624,165
Total	52,915,053	— 120,027,074
Class C—		
United States	838,930,934	— 523,198,466
Puerto Rico	2,904,100	— 2,391,560
Philippine Islands	304,820	— 231,042
Total	842,139,854	— 525,821,068
Class D—		
United States	56,135,385	— 29,964,073
Puerto Rico	4,200	— 45,400
Philippine Islands	3,876	— 950
Total	56,143,461	— 30,010,423
Class E—		
United States	5,258,773	— 7,738,797
Puerto Rico	.....	— 1,500
Philippine Islands	38,087	+ 26,440
Total	5,296,860	— 7,713,857
Total All Classes—		
United States	4,442,891,053	— 876,001,475
Puerto Rico	73,096,035	— 64,422,935
Philippine Islands	175,011,665	+ 5,667,428
Grand Total...	4,690,998,753	— 934,756,982
Little Cigars:		
United States	281,367,001	— 55,806,346
Puerto Rico	4,550,000	— 3,450,000
Philippine Islands	.....	.....
Total	285,917,001	— 59,256,346
Cigarettes—		
United States	103,585,888,866	—9,863,159,791
Puerto Rico	4,103,040	— 5,926,960
Philippine Islands	1,467,047	— 573,333
Total	103,591,458,953	—9,869,660,084
Large Cigarettes—		
United States	3,561,098	— 1,943,135
Puerto Rico	553,000	— 979,500
Philippine Islands	11,054	+ 9,154
Total	4,125,152	— 2,913,481
Snuff (lbs.):		
All United States.	36,412,004	— 3,131,092
Tobacco, manufactured (lbs):		
United States	312,273,049	— 15,722,648
Philippine Islands	541	— 619
Total	312,273,590	— 15,723,267

NEW CUSTOMERS FOR YOU FROM THIS 1933 SIR WALTER RALEIGH NATIONAL ADVERTISING


catnip
Whew! Who's cooking cauliflower?
How to keep a wife on 7½ cents a day
Why rope 'em when you can dope 'em?
Send for the FREE BOOKLET
It's 15¢—AND IT'S MILDER

THIS TOBACCO has become a best seller in four years because of steady national advertising, tobacco quality, and fine cooperation from merchants all over the country.

The 1933 advertising of Sir Walter will run more times in a greater number of magazines. This means more of your customers will see this advertising, which has already proved itself a good selling formula for this popular tobacco. With this extra advertising support, 1933 will be a good selling year for merchants who push Sir Walter Raleigh.

BROWN & WILLIAMSON TOBACCO CORP., LOUISVILLE, KENTUCKY

Brown & Williamson products have been designed to bring you the most profit in all lines and prices. New products are added to fit the times. Old established products are exploited by strong advertising. Are you getting your share of profit from these live, selling items—Bugler Tobacco, Raleigh Cigarettes, Golden Grain Tobacco, Wings Cigarettes, and Target Tobacco?

RETAIL STORE PROBLEMS

So many persons are unaware of the many aids to business which have been carefully prepared by the United States Government, and so many of those who are aware of these facilities fail to take advantage of them, that we are publishing the following studies as an aid to the retailer.—Editor.

(This Study prepared in the the United States Department of Commerce, Domestic Commerce Division, by a special staff under the supervision of Lawrence A. Hansen.)

VEHICULAR TRAFFIC CONGESTION AND RETAIL BUSINESS

(Continued from previous Issue)

Relief Measures for Merchant's "Back Door"

The merchant's "back" or delivery-entrance door is another important traffic contact point, and two relief measures have also been put into use by merchants and others.

The first measure has attempted to eliminate as much as possible contact between delivery trucks, while loading and unloading, and moving street traffic. An analysis of 172 stores located in our largest cities shows that definite and efficient means of reducing delivery-traffic interference are in use by the majority of these stores. Remote delivery stations, cooperative delivery systems, and various off-the-street loading and unloading methods have been found efficacious in meeting this phase of the problem.

The second measure of value to the "back door" of merchandising has been to avert as much as possible contact between delivery trucks in transit and other moving street traffic. Avoidance of busy streets, particularly at rush hours, by delivery trucks has been found to be of considerable value in reducing street traffic congestion.

Introduction

A prominent merchant of a large eastern city recently said: "If merchants do not do something to relieve the present traffic situation, within fifteen years there will be no down-town shopping districts of any importance." Such a statement, coming from a thinking American merchant, gives some idea of the seriousness, enormity, and urgency of the traffic problem in retail areas from the merchant's point of view.

The volume of traffic is ever increasing. A highway transportation survey conducted recently in one State, which from the point of view of traffic is said to be typical, shows that more than one-half of this State's traffic uses but 7 per cent. of its road mileage. This indicates the amount of traffic concentrated in and around cities.

Our cities continue to grow, and the problem grows with them. The larger cities with the most acute traffic conditions have pushed out from their centers of population, establishing residence communities and simultaneously those classes of business which are most necessary to community life. In other words, our largest cities are decentralizing, and traffic, having more space at its disposal, has taken a step toward solution. But it is a step which brings its own problems, and with the many other phases of the matter expressing themselves in economic terms, we find that business areas are duly concerned.

The business area is a zone where all traffic difficulties exist in a highly concentrated way. For this reason it has been the area of greatest experimentation. Traffic regulations, zoning, one-way streets, through-traffic thoroughfares, widened streets, underground transportation, underground streets, systems of sidewalk subways, and numerous other ways and means have been used in trying to solve the problem.

Business is dependent upon traffic, but this very traffic which brings business will, beyond a certain stage, also detract from it. Activity is not always synonymous with business. How to take care of this traffic, which can not naturally take care of itself, is the problem before business. Neglect of this means loss, and no recognition of its approach means an increased future loss. There is then an economic urge for the solution of the traffic problem in retail areas.

The thought expressed by the merchant referred to above and similar expressions by other merchants emphasized the requests for the information presented in this study. That present street traffic conditions are a disturbing element in most retail areas seemed to be the consensus of opinion.

Just what the relationship is between traffic and business, and what the factors are underlying it, have been problematical. Perhaps there has been no question of importance to retail business upon which there has been such a diversity of opinion. The very fact that traffic conditions vary in every retail area, and even every retail-store location, has brought forth an almost equal number of opinions on this subject of far-reaching interest and growing importance.

In a consideration of the problem—that is, the relation between traffic and retail business—the following questions arise:

First.—What is the nature of the problem?
Second.—Where does it exist?
Third.—What is its magnitude?

It is the object of this study to answer the above questions, exhausting at the same time any consequential factors which might develop.

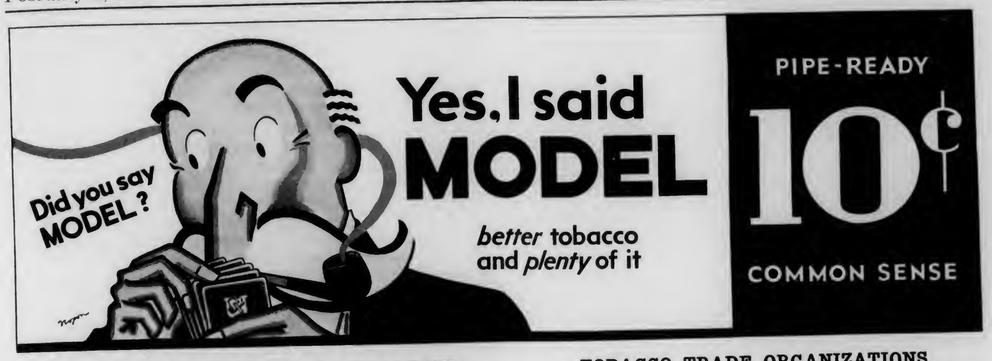
Research has confirmed the fact that the dominant and most universal cause of street traffic disturbance is vehicular congestion. This study has concerned itself entirely with this cause of the problem. There are other causes worthy of consideration, a study of which would afford an opportunity to gain further information of value pertinent to this phase of the subject.

Source of Material

Since the problem of traffic is one which varies in every city in every part of the country, differing in cities with the same population and even within sections of each city, it was desired that the data for this report come from as wide a scope as possible. Consequently, the material was gathered by means of a questionnaire.

In this way, merchants representing the kinds of merchandise in common use, with locations in every

(Continued on Page 14)



PENNSYLVANIA EXPECTS NO CIGARETTE FINES

Casting about for funds, the Pennsylvania Legislature finds at least one source of revenue apparently no longer productive.

The 1933-35 State budget, now before the Assembly, estimates that nothing is likely to be received in fines for breaking cigarette laws.

The State received $25 in such penalties in the 1927-1929 biennium and $75 in 1929-1931, but the 1931-1933 biennium has been unproductive of any such fines; so apparently budget officers have given up hope of cashing in on violations, if any, of that law.

The statute provides a $25 fine for convictions of persons who sell cigarettes to children under sixteen years of age.

AXTON FISHER TOBACCO EARNINGS

The Axton Fisher Tobacco Company, Incorporated, for 1932 shows net profit of $1,416,952 after depreciation, taxes, interest and other charges, comparing with net profit of $605,552 in 1931. For the quarter ended December 31st, net profit was $808,820 after depreciation, taxes and interest, compared with $155,503 in the final quarter of the preceding year.

News from Congress

(Continued from page 8)

"The passage of legislation for the relief of individual and corporate debtors at this session of Congress is a matter of the most vital importance. It has a major bearing upon the whole economic situation in the adjustment of the relation of debtors and creditors.

"In the great majority of cases, liquidation under present conditions is so futile and destructive that voluntary readjustments through the extension or composition of individual debts and the reorganization of corporations must be desirable to a large majority of the creditors," he explained.

"Under existing law, even where majorities of the creditors desire to arrange fair and equitable readjustments with their debtors, their plans may not be consummated without prohibitive delay and expense, usually attended by the obstruction of minority creditors who oppose such settlements in the hope that the fear of ruinous liquidation will induce the immediate settlement of their claims.

"The proposals to amend the bankruptcy act by providing for the relief of debtors who seek the protection of the court for the purpose of readjusting their affairs with their creditors carry no stigma of an adjudication in bankruptcy and are designed to extend the protection of the court to the debtor and his property, while an opportunity is afforded the debtor and a majority of his creditors to arrange an equitable settlement of his affairs, which upon approval of the court will become binding upon minority creditors.

"Under such process it should be possible to avoid destructive liquidation through the composition and extension of individual indebtedness and the reorganization of corporations, with the full protection of the court extended to the rights and interests of creditors and debtors alike."

TOBACCO TRADE ORGANIZATIONS

TOBACCO MERCHANTS ASSOCIATION OF UNITED STATES

JESSE A. BLOCH, Wheeling, W. Va. ..... President
CHARLES J. EISENLOHR, Philadelphia, Pa. ..... Ex-President
JULIUS LICHTENSTEIN, New York, N. Y. ..... Vice-President
WILLIAM BEST, New York, N. Y. ..... Chairman Executive Committee
MAJ. GEORGE W. HILL, New York, N. Y. ..... Vice-President
GEORGE H. HUMMELL, New York, N. Y. ..... Vice-President
H. H. SHELTON, Washington, D. C. ..... Vice-President
WILLIAM T. REED, Richmond, Va. ..... Vice-President
HARVEY L. HIRST, Philadelphia, Pa. ..... Treasurer
ASA LEMLEIN, New York, N. Y. ..... Counsel and Managing Director
CHARLES DUSHKIND, New York, N. Y.
Headquarters, 341 Madison Ave., New York City

ALLIED TOBACCO LEAGUE OF AMERICA

W. D. SPALDING, Cincinnati, Ohio ..... President
CHAS. B. WITTROCK, Cincinnati, Ohio ..... Vice-President
GEO. S. ENGEL, Covington, Ky. ..... Treasurer
WM. S. GOLDENBURG, Cincinnati, Ohio ..... Secretary

ASSOCIATED CIGAR MFRS. AND LEAF TOBACCO DEALERS

JOHN H. DUYS, New York City ..... President
MILTON RANCK, Lancaster, Pa. ..... First Vice-President
D. EMIL KLEIN, New York City ..... Second Vice-President
LEE SAMUELS, New York City ..... Secretary-Treasurer

NATIONAL BOARD OF TOBACCO SALESMEN'S ASSOCIATIONS

JACK A. MARTIN, Newark, N. J. ..... President
ALBERT FREEMAN, New York, N. Y. ..... First Vice-President
IRVEN M. MOSS, Trenton, N. J. ..... Second Vice-President
ABE BROWN, 180 Grumman Ave., Newark, N. J. ..... Secretary-Treasurer

NEW YORK CIGAR MANUFACTURERS' BOARD OF TRADE

ASA LEMLEIN ..... President
SAMUEL WASSERMAN ..... Vice-President

THE NATIONAL ASSOCIATION OF TOBACCO DISTRIBUTORS

C. A. JUST, St. Louis, Mo. ..... President
E. ASBURY DAVIS, Baltimore, Md. ..... Vice-President
E. W. HARRIS, Indianapolis, Ind. ..... Vice-President
JONATHAN VIPOND, Scranton, Pa. ..... Vice-President
GEO. B. SCRAMBLING, Cleveland, Ohio ..... Treasurer
MAX JACOBOWITZ, 84 Montgomery St., Jersey City, N. J. ..... Secretary

RETAIL STORE PROBLEMS

(*Continued from page 12*)

type of community, have been given the opportunity to express themselves. This report is therefore based almost entirely on facts and personal opinions coming directly from retail business houses. It is desired to emphasize at this point the limitations of a questionnaire. Three points of particular consideration in limiting this questionnaire include (1) the difference with which each individual approaches the subject of traffic, (2) the lack of a standard measure of most elements involved in the problem, and (3) a lack of traffic uniformity which would enable the problem to have a more common basis.

The questionnaire data have been supplemented by personal interviews and investigations made in most of the large cities in the United States together with considerable research.

Questionnaire Distribution and Returns

Questionnaires totaling 7621 were mailed to merchants representing the following lines of merchandise: Dry goods, men's and women's clothing, hardware, furniture, jewelry, shoes, groceries, and drugs.

On the date set for the return of all questionnaires there had been received 1426 usable replies, or more than an 18 per cent. response. Subsequently to the date upon which all questionnaires were due, 104 others were received, making a total return of 1530 questionnaires, or more than 20 per cent. It is regretted that the last 100 questionnaires received did not come in early enough to be included in the tabulations. However, the comments which they contained were not too late to be of use and proved to be of some value.

Table 1 shows the distribution and return of all tabulated questionnaires by retail business representing the eight selected lines of merchandise. The distribution appears much larger to some lines than to others, but this is explained by the fact that retail association lists were available in those lines and consequently the distribution and the tabulated returns were largest. Distribution to other lines was made through selected lists. A 20 per cent. return on the total distribution was considered good, in view of the fact that the questionnaire went to many retailers who, at the present time, are doubtlessly only slightly affected by the traffic conditions.

Table 1—Questionnaire Distribution and Tabulated Returns by Retail Business

Kind of Store	*Distribution*	*—Returns— Number*	*Per. Cent.*
Dry goods	1,409	394	27.9
Men's and women's clothing	360	89	24.7
Hardware	2,210	484	21.9
Furniture	360	52	14.4
Jewelry	362	34	9.4
Shoes	2,210	272	12.3
Groceries	350	41	11.7
Drugs	360	60	16.7

Detailed information about the distribution and tabulated returns of the questionnaire shows that the data derived fairly represent facts and opinions among retailers both in small and in large communities in all parts of the country.

Questionnaire Classification by City Groups

Prior to tabulation, all completed questionnaires were classified into four groups, based upon the size of the cities whence they came, as an aid to making comparative studies among those cities whose traffic problems are to some extent similar. Recognizing decentralization as a forward step in helping to bring about a solution of the traffic problem, and knowing that this movement makes itself evident by the number of shopping districts in the residential parts of the city, those cities with the greatest number of such shopping districts were taken to have decided decentralizing tendencies. All cities of more than 200,000 in population are included in this decentralizing class and called Group I. Group II includes all cities between 50,000 and 200,000 in population. Some of these cities are doubtless decentralizing, but the tendency is less marked, and most of them are still centralizing. Cities between 10,000 and 50,000 were placed in Group III, and towns of 2500 to 10,000 in population were placed in Group IV. Cities and towns in the last two groups are quite clearly centralizing, there being no need as yet for decentralization.

Table 3 shows the group classification, with the number of tabulated questionnaires returned by each group, together with the number of cities and towns represented in this tabulation and the number of cities and towns actually in each group (census of 1920).

Table III—Classification of the Tabulated Questionnaire Into the Four Population Groups

Group	Tabulated questionnaire returns in each group	Cities represented in the tabulated returns	Cities actually in each population group
Group I: Cities of over 200,000 in population ..... Downtown, 228; subcenter, 140.	368	33	33
Group II: Cities between 50,000 and 200,000 in population ..... Downtown, 194; subcenter, 30.	224	78	111
Group III: Cities between 10,000 and 50,000 in population.	292	219	602
Group IV: Incorporated places from 2500 to 10,000 in population	542	511	2,041

The Problem Analyzed

In the present survey one of the first pieces of information sought was the number of retail stores where interference to business occurs by reason of congestion in vehicular traffic. This was done with the thought that the first two questions in the problem—first, do present traffic conditions (vehicular traffic congestion being the only phase of which is treated in this study) interfere with retail business, and second, where is that interference felt—might be answered at the same time. If interference exists, which, after all, is the problem, those reporting interference also make known where it exists.

Scope of Interference

All stores indicating any amount, either small or great, of interference to business were recorded. In the cities in Group I, 61 per cent. of these stores reported interference as a result of congested vehicular traffic. In the cities in Group II, 53.6 per cent. reported interference; 46.5 per cent. reported interference in Group III; and 22.3 per cent. reported interference in Group IV. Subcenter shopping districts in the Group I cities were tabulated separately and showed 32.9 per cent. reporting interference, and 16.6 per cent. reported interference in those districts in the Group II cities. It is believed that these percentages confirm the supposition that a large proportion of retail business is being

(Continued on Page 18)

DECEMBER WITHDRAWALS

THE following comparative data of taxpaid products indicated by monthly sales of stamps are obtained from the statement of internal revenue collections for the month of December, 1932, and are issued by the Bureau. (Figures for December, 1932, are subject to revision until published in the annual report):

Products	*December 1931*	*1932*
Cigars (large):		
Class A.....No.	211,101,295	189,934,980
Class B.....No.	6,533,647	3,898,207
Class C.....No.	81,297,656	55,465,964
Class D.....No.	4,045,814	3,897,355
Class E.....No.	1,552,999	939,479
Total	304,531,411	254,135,985
Cigars (small) .....No.	10,824,320	15,211,707
Cigarettes (large) ...No.	409,551	264,046
Cigarettes (small) ..No.	7,295,498,437	7,319,117,167
Snuff, manufact'd ...lbs.	2,651,321	3,160,691
Tobacco, manufact'd.lbs.	22,361,841	20,955,090

NOTE: The above statement does not include taxpaid products from Puerto Rico and the Philippine Islands. This information is shown in supplemental statement.

Tax-paid products from Puerto Rico for the month of December:

Products	*December 1931*	*1932*
Cigars (large):		
Class A.....No.	6,431,645	3,843,225
Class B.....No.	14,100	15,000
Class C.....No.	216,050	96,300
Class D.....No.	6,000	1,500
Total	6,667,795	3,956,025
Cigars (small) .....No.	500 000	300,000
Cigarettes (large) ..No.	47,500	40,000
Cigarettes (small) ..No.	.....	320,340

Tax-paid products from the Philippine Islands for the month of December:

Products	*December 1931*	*1932*
Cigars (large):		
Class A.....No.	14,288,835	10,983,280
Class B.....No.	149,470	47,873
Class C.....No.	35,978	25,508
Class D.....No.	60	.....
Class E.....No.	1,116	300
Total	14,475,459	11,056,961
Cigarettes (large) ..No.	.....	1,104
Cigarettes (small) ..No.	86,370	211,920
Tobacco, manufact'd.lbs.	51	24

NOTE: Quantities of tax-paid products shown in above statements are indicated by stamp sales for the month.

Statement of Collections for December

Sources of Revenue	*December 1931*	*1932*
Cigars .....$	950,475.50	$ 756,648.71
Cigarettes	21,889,703.19	21,960,082.23
Snuff	477,237.76	568,924.35
Tobacco, chewing and smoking	4,025,218.59	3,772,242.88
Cigarette papers and tubes	115,931.40	72,337.99
Miscellaneous, relating to tobacco	.....	2,361.52

Established 1886

"BEST OF THE BEST"

OPTIMO CIGARS

Manufactured by A. SANTAELLA & CO.

Office, 1181 Broadway, New York City

FACTORIES: Tampa and Key West, Florida

SMOKING NOW GENERAL ON BROADWAY

Smoking is now general in the large Broadway movie houses, according to *Variety*, leading weekly of the entertainment world, which in a recent issue reports:

"For the first time in the Broadway film houses, smoking is allowed almost universally in the balconies and mezzanines. It's a departure that came when competition forced a reduced b. o. (box office) scale into effect everywhere."

Permitting smoking in motion picture theatres is in keeping with the trend of the times, and especially timely because the price of cigarettes has recently been cut to "two for a quarter."

The forgotten smoker is certainly coming into his own today.

The above creation by Howard Chandler Christy for the American Tobacco Company, was recently displayed in the lobby of the Hotel Carling in Jacksonville, Fla., where it attracted widespread attention and much favorable comment. The reproduction has now been seen by millions of people throughout the United States displayed on billboards and in many magazines, and has done its bit toward boosting the sales of the popuplar "Lucky Strike" cigarettes.

Trade Notes

Harry Catlin, associated with a branch sales organization of Bayuk Cigars, Incorporated, was a visitor at headquarters last week.

C. W. Saunders, representing the Cortez Cigar Company, was a visitor at Yahn & McDonnell headquarters last week.

E. W. Burnside is in Pittsburgh doing some promotional work on Bayuk cigars through the N. Rice Cigar Company, Bayuk distributor for that territory.

The Bethlehem Tobacco Company, Bethlehem, Pa., last week filed a voluntary petition in bankruptcy here. Liabilities, $38,733; assets, $13,413. Referee, George F. Coffin. Daniel L. McCarthy, Bethlehem, Pa., counsel.

Aldus K. Royer, cigar manufacturer, Ephrata, Pa., filed a voluntary petition in bankruptcy last week before Judge Welsh, in this city. No schedule of liabilities or assets was filed. Referee, Martin E. Musser.

Fred Elsner, assistant sales manager of Waitt & Bond, Incorporated, manufacturers of the "Blackstone" cigar, was a visitor at the local distributor's headquarters, Yahn & McDonnell, last week. "Blackstone" sales in this territory have been holding up remarkably well in spite of business conditions.

CAMEL CAMPAIGN BREAKS IN NEWSPAPERS

JANUARY 16TH "Camel" cigarettes published the "Truth About the Cigarettes You Smoke" to the whole country—through the medium of 1200 newspapers, followed by the same copy in the national weekly magazines. This opening advertisement marks the return of "Camel" advertising to the daily newspaper field.

The new campaign is a radical departure in cigarette advertising. The first advertisement—full page display—makes a frank, matter-of-fact approach to the cigarette question.

Headlining the copy, "You Should Know the Truth About the Cigarettes You Smoke," it goes on to clear up the "confusion caused by certain representations made in cigarette advertising." It defines *mildness, flavor, throat ease;* explains *heat treating, coolness, purity* and *blending.*

The first burst of "truth copy" is being followed up by a series of advertisements which dispels illusions and superstitions about cigarettes. The "Houdini's Milk Can Escape" is typical of this highly dramatic style of the copy. The magic copy will appear in 1200 newspapers, with a consistent magazine background in an impressive list of publications.

A feature of every new "Camel" advertisement is the following statement:

"It is a fact, well known by leaf tobacco experts, that Camels are made from finer, MORE EXPENSIVE tobaccos than any other popular brand."

This new spectacular campaign in newspapers and magazines evidently indicates an aggressive advertising policy on the part of the R. J. Reynolds Tobacco Company for 1933.

H. D. Soyster, of Bayuk Cigars, Incorporated, is doing some splendid work in behalf of Bayuk brands through the W. H. Straus, firm, Altoona and Johnstown distributors.

The Auburn Tobacco Company is closing a successful drive on "Bayuk Phillies" and "Havana Ribbon" in their territory, assisted by Bayuk salesman, E. T. Clifford.

Kid Nichols, representing the "Belinda" factory in Havana, was in town last week, and is leaving from New York City this week on a visit to factory headquarters in Havana.

John Wagner & Sons report a particularly good demand for their "Wagner No. 3" and "Monticello" smoking tobacco and also on their "Monticello" cigarettes. These brands are selling far beyond expectations and many favorable reports are being received on the high quality and mildness of these items.

John L. McGuerty, representing the "Romeo y Julieta" factory in Havana, was a visitor at John Wagner & Sons, local distributors of the brand here, last week and reports that business on his brand during the Christmas season just past was the finest they have had in many years. Mr. McGuerty is leaving on Thursday for a visit to factory headquarters in Havana.

"OLD GOLD" RETURNS TO RADIO

AFTER a long absence from radio, "Old Gold" returns to the WABC-Columbia network on Wednesday, February 8, at 10 P. M., Eastern Standard Time, with a weekly half-hour presentation that will feature Fred Waring's Pennsylvanians and a popular comedian yet to be selected.

This orchestra is the last of the outstanding musical organizations to capitulate to radio, and it will be recalled that it was through the efforts of the same sponsor that Paul Whiteman first became a regular radio attraction almost four years ago.

Fred Waring's Pennsylvanians, comprising twenty-one versatile musicians and singers, is one of the stage's most popular and spectacular bands. For many years they have been a stellar vaudeville attraction, and an integral part of such musical comedies as "Hello Yourself" and "The New Yorkers." The Waring group also has appeared in several motion pictures, and last year played a twenty-week engagement at the Roxy Theatre.

Waring founded his orchestra while a student at Penn State College. Four undergraduates, including Fred, were in the original band. All of them are still with the outfit.

Besides Penn State, members of the band hail from the campuses of nine other colleges. They feature collegiate interpretations of popular and symphonic numbers, their offerings running the gamut from classical music to melodious satire.

Announcement of the comedian who will appear with Waring's Pennsylvanians on the "Old Gold" series will be made within a few days.

The Columbia outlets already have been arranged in the following cities: Akron, Albany, Baltimore, Boston, Buffalo, Cleveland, Fort Wayne, Hartford, Louisville, New York City, Philadelphia, Pittsburgh, Toledo, Washington, Miami, Orlando, Tampa, Los Angeles, Portland, Ore.; Sacramento, San Diego, San Francisco, Santa Barbara, Seattle, Spokane, Tacoma, Birmingham, Charlotte, Chattanooga, Memphis, Minneapolis, Oklahoma City and Salt Lake City.

The complete list of stations and cities which will carry the "Old Gold" program will be announced in a few days.

GENERAL CIGAR EARNINGS

The General Cigar Company reports 1932 net income of $2,058,378, equivalent, after preferred dividends, to $3.61 a share on 472,982 shares of common stock. This compares with $2,720,667 or $5.01 a common share in 1931.

"TALLY-HO" DEAL

The P. Lorillard Company is sponsoring a special deal on their "Tally-Ho" cigarettes, which is meeting with enthusiastic co-operation of the dealers and being very favorably received by the consumer.

The deal consists of two packages of "Tally-Ho" cigarettes and one pocket lighter—value $1.30—all for the special price of 49 cents to the consumer.

NEW SIZE "MURIEL" TO RETAIL AT 5¢

According to reports, the P. Lorillard Company will place on the market within the next ten days a new size of their famous "Muriel" cigar, under the frontmark "Senators," to retail at five cents each. This will prove a valuable addition to the "Muriel" line of sizes, which have enjoyed outstanding popularity with the smoker of quality cigars for many years, and should attract many new smokers to the brand.

Classified Column

The rate for this column is three cents (3c.) a word, with a minimum charge of seventy-five cents (75c.) payable strictly in advance.

FOR SALE

FOR SALE—MODEL L UNIVERSAL BUNCHING MACHINE; No. 18 Strickler Tobacco Scrap and Stem Cleaning Machine; Presses; Molds. J. D. Foy, Dothan, Ala.

FOR RENT

OFFICE AND FLOORS FOR CIGAR MANUFACTURING OR STORAGE—No parking restrictions; good location; low rent; freight elevator and loading platform. Will divide. Metals Coating Company of America, 495 North Third Street, Philadelphia.

HAVANA CIGARS

OLD MANUFACTURING FIRM OF HAVANA QUALITY CIGARS will serve orders in any quantity to discounting dealers, at profitable prices. Satisfaction guaranteed. Address for particulars "Fair Dealing", Box 1168, Tampa, Fla.

OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
BETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS
FRIES & BRO., 92 Reade Street, New York

Jacob Oxman, Incorporated, 437 Walnut Street, who filed a bankruptcy petition here recently, last week filed schedules showing liabilities of $34,618, and assets of $3735.

Wallace W. Singman, a member of the clerical forces of John Wagner & Sons, is receiving the sympathy of his many friends on the loss of his mother, who passed away suddenly on last Friday morning.

Yahn & McDonnell, 617 Chestnut Street, distributors of high grade cigars and tobacco products have been appointed exclusive distributors of E. A. Kline's "Medalist" cigar for this territory, effective January 1st. They report sales of this popular brand holding up well.

"Briggs" smoking tobacco, a product of the P. Lorillard Company, and distributed in this territory by Yahn & McDonnell cigars, is enjoying a tremendous demand in spite of the fact that it has been on the local market but a comparatively short time, and is far outselling many other nationally known and well established brands here. "Briggs" at the present time is packed only in 15-cent tins and in one pound wooden kegs retailing at $1.50, and is being placed with carefully selected retailers who are maintaining strictly the established retail price.

Tobacco Merchants' Association Registration Bureau,

341 Madison Ave.
NEW YORK CITY

Schedule of Rates for Trade-Mark Services Effective April 1, 1916.

Registration,	(see Note A),	$5.00
Search,	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS

DEWEMCO:—46,139. For all tobacco products. January 7, 1933. George Schlegel, Inc., New York, N. Y.

EL WEMCO:—46,140. For all tobacco products. January 7, 1933. George Schlegel, Inc., New York, N. Y.

CHEWCARS:—46,141. For cigars and tobacco. January 9, 1933. Penn Tobacco Company, Wilkes-Barre, Pa.

PETERSON:—46,142. For pipes. January 6, 1933. Rogers Imports, Inc., New York, N. Y.

LA FLOR De VENICE:—46,143. For cigars. December 20, 1932. Consolidated Litho. Corp., Brooklyn, N. Y.

IL SOLE-AUSONIA:—46,145. For cigars. January 9, 1933. Fernando Melaragno, Bronx, N. Y.

SNOWBALL:—46,146. For cigarettes. December 16, 1932. Paul A. Werner, Brooklyn, N. Y.

FACTORY-ROLL-UPS:—46,148. For all tobacco products. January 13, 1933. Fred E. Druck & Co., Dallastown, Pa.

LA CARRIETA:—46,152. For all tobacco products. January 18, 1933. "El Oriente" Fabrica De Tabacos, Inc., Manila, P. I.

TRANSFERS

CAMEO:—7,560 (U. S. Patent Office). For cigars, cigarettes, smoking and chewing tobacco. Registered August 5, 1879, and **No. 301** (Legal Protection Association). For cigars. Registered August 17, 1881, by Kerbs & Spiess, New York, N. Y. Transferred by General Cigar Co., Inc., successors to original registrants to Consolidated Litho. Corp., Brooklyn, N. Y., January 13, 1933.

CARIOTA:—(Legal Protective Association). For cigars. Registered August 15, 1884, by Nic. Althaus, New York, N. Y. Transferred to "El Oriente" Fabrica De Tabacos, Inc., Manila, P. I., January 13, 1933.

CARRIETTA:—21,169 (Tobacco World). For cigars, cigarettes and cheroots. Registered November 26, 1910, by Heywood, Strasser & Voigt Litho. Co., New York, N. Y. Transferred by Consolidated Litho. Corp., successors to original registrants, to "El Oriente" Fabrica De Tabacos, Inc., Manila, P. I., January 20, 1933.

LA SARAMITA:—19,980 (Tobacco Leaf). Registered November 14, 1900, by J. B. Shields & Co., Cleveland, Ohio. Transferred to A. Greenbaum, and re-transferred to Joseph D. Klein, Cleveland, Ohio, September 2, 1924.

NEW YORK DRAFT:—22,487 (Tobacco Leaf). For cigars, cheroots and cigarettes. Registered January 2, 1902, and **No. 28,339** (Trade-Mark Record). For cigars, cigarettes and tobacco. Registered April 24, 1903, by Alois Krause, Binghamton, N. Y. Through mesne transfers acquired by Ray S. Clark, and re-transferred to Powell & Goldstein, Inc., Oneida, N. Y., August 8, 1932.

HEIGHO:—10,022 (Trade-Mark Record). For cigars. Registered January 17, 1891, by Geo. S. Harris & Sons, Philadelphia, Pa. Transferred by Consolidated Litho. Corp., successors to B. Wasserman Company, New York, N. Y., January 10, 1933.

CANCELLED REGISTRATION

FAMABELLA:—46,132. For all tobacco products. Registered December 6, 1932, by Jose Escalante & Co., Chicago, Ill.

E. L. NISSLY DIES

E. L. Nissly, well-known Lancaster County tobacco merchant and former head of the Nissly Tobacco Company, Florin, Pa., died suddenly at his home recently, following an illness of three days. He was seventy years old.

Mr. Nissly was at one time known as the largest individual tobacco grower in Pennsylvania, and was also a former president of the First National Bank of Marietta, Pa. He retired from active business about six years ago.

He is survived by four sons, H. Roy, E. Jay, C. Lloyd and Walter S., and his widow.

NATIONAL BOARD OF TOBACCO SALESMEN'S ASSOCIATIONS CONVENTION

THE SEVERAL associations comprising the National Board of Tobacco Salesmen's Associations met in convention at the Hotel Hildebrecht, Trenton, N. J., on Friday and Saturday, January 13th and 14th. Jack A. Martin, president, was in the chair.

The delegates attending were Albert Freeman, Joe Freeman and Jonas J. Ollendorf, of New York Branch No. 1; Jack A. Martin, I. Bertam and Abe Brown, of Newark Branch No. 3, and Irving Moss, Ad. Hanuaer and Elmer Brindley, of Trenton Branch No. 3.

There were three sessions—Friday morning and afternoon and Saturday morning.

Resolutions were passed suggesting to the Associated Cigar Manufacturers and Leaf Tobacco Dealers that a committee from the National Board be invited to sit in the conferences of the Duys Committee so that they may be of service in the betterment of the industry.

Resolutions were also passed and addressed to Max Jacobowitz, secretary of the National Association of Tobacco Distributors, urging their association members "to command such a price for cigarettes and tobaccos and that will yield a profit sufficiently large to enable them to pay commissions on such sales to their salesmen." At the present time most jobbers do not pay their salesmen for cigarette and tobacco sales.

Elections resulted in the following officers being chosen: Albert Freeman, of New York, president; Irving Moss, of Trenton, first vice-president; Joe Freeman, of New York, second vice-president, and Jack A. Martin, secretary and treasurer.

The National Board convention will be held in New York next year.

The Trenton branch entertained the visiting delegates at a banquet at Geneva Inn.

AMERICAN TOBACCO COMPANY DIVIDENDS

Directors of the American Tobacco Company declared the regular dividends on the common and common B stocks last week, but took no action on extra payments. A year ago at this time the company voted "bonus payments" of $1 a share on both classes of stock.

The regular quarterly dividends amounting to $1.25 each are payable March 1st to stockholders of record February 10th.

D. EMIL KLEIN EARNINGS

D. Emil Klein Company, Incorporated, reports for 1932 net income of $246,394 after charges and taxes, equivalent after dividends on 7 per cent. preferred stock, to $2.07 a share on 95,540 no par shares of common stock, outstanding at the end of the year. This compares with $364,619 or $3.14 a share on 97,665 common shares in 1931.

RETAIL STORE PROBLEMS

(*Continued from page 14*)

interfered with by congested vehicular traffic and, therefore, that such a problem does exist.

The above percentages of stores reporting on this point from cities of different size show the scope of interference. It exists in small as well as in large communities. Even subcenter shopping districts share in it proportionately. As the size of the city increases this interference also increases.

(To be continued)

FEBRUARY 15, 1933

VOLUME 53 No. 4

THE TOBACCO WORLD

LIBRARY RECEIVED FEB 18 1933

LILLIAN RUSSELL 2 for 5c CIGARS

U. S. BOND 2 for 5c CIGARS

P. LORILLARD CO'S
2 for 5¢
CIGARS

These brands formerly sold at 5c each . . . now reduced to fit today's purse . . .

NEW CURRENCY CIGARS 2 for 5c

automatic
machines offer
A NEW RETAIL OUTLET
for
TOBACCO PRODUCTS
Get all the facts now on automatic merchandizing.
Write for a sample copy
THE AUTOMATIC AGE
2810 S. Michigan Avenue
Chicago Illinois

Established 1886
"BEST OF THE BEST"
OPTIMO CIGARS
Manufactured by A. SANTAELLA & CO.
Office, 1181 Broadway, New York City
FACTORIES: Tampa and Key West, Florida

PUBLISHED ON THE 1ST AND 15TH OF EACH MONTH AT 236 CHESTNUT ST., PHILA., PA.

After all nothing satisfies like a good cigar

WOODEN BOXES

Are the Only Natural Humidor for Cigars.

Pack your cigars in wooden boxes and preserve their delicate aroma, mellowness and flavor right up to the time they are passed over the counter to the customer.

Discriminating cigar smokers prefer to select their favorite brand from a wooden box—and it's good business to cater to the dealer and consumer by packing your cigars in wooden boxes.

WHEN BUYING CIGARS
Remember that Regardless of Price
THE BEST CIGARS
ARE PACKED IN
WOODEN BOXES

Volume 53 — Number 4

THE TOBACCO WORLD

Established 1881
TOBACCO WORLD CORPORATION
Publishers
Hobart Bishop Hankins, President and Treasurer
Gerald B. Hankins, Secretary
Published on the 1st and 15th of each month at 236 Chestnut Street, Philadelphia, Pa.
Entered as second-class mail matter, December 22, 1909, at the Post Office, Philadelphia, Pa., under the Act of March 3, 1879.

$2.00 a Year — PHILADELPHIA, FEBRUARY 15, 1933 — Foreign $3.50

CIGARETTES FURTHER REDUCED TO $5.50

THE second drastic price revision within recent months was made on Saturday by the American Tobacco Company in the fight raging between manufacturers of so-called standard brands and the ten-cent grades. It carried wholesale prices down to $5.50 a thousand, a cut of fifty cents. This compares with the price of $6.85 a thousand obtaining before the reductions were started.

The retail price in this area was promptly fixed by the Great Atlantic and Pacific Tea Company which posted a schedule of ten cents a pack or $1 a carton on "Lucky Strike," "Camel," "Old Gold" and "Chesterfield," bringing the standard brands into direct competition with the cheaper grades.

Following American Tobacco's announcement the other members of the "big four" followed suit. Other leading retailers are likely to post the same prices as the A. & P.

The new price war follows closely on the heels of the initial deep cut of eighty-five cents a thousand to $6 announced January 2 and was the second step in the battle to regain the business which was won from the so-called standard 15-cent brands last year, by the 10-cent brands.

In addition to attempting to drive the 10-cent brands out of the volume market, it is understood the price war also was designed to recover some percentage of the estimated 40,000,000,000 cigarette business lost to smokers who are now rolling their own.

In usually well-informed quarters it was suggested that one or more of the remaining three "big four" companies might slash the price to a flat $5 a thousand, but the announcement was made by the R. J. Reynolds Company that the wholesale price of "Camels" had been reduced to $5.50 to meet the American Tobacco cut, and the suggestion was considered more in the light of a rumor.

DRUG, INCORPORATED, TO CHANGE STOCK PAR

Drug, Incorporated, has notified the New York Stock Exchange of a proposal to change the par value of its capital stock from no-par value, as at present, to $10 par value. The company has outstanding a total of 3,501,499 shares of no-par stock which is carried on the books at a value of $85,468,228 or the equivalent of about $25 a share.

The change in par value of course would call for a write-down of such book capital to $35,014,990 and the transfer of approximately $50,000,000 to surplus account. This freshly created book surplus would permit the writing down of various items on the asset side, such as trade-marks, good will, patents, etc., carried at $44,165,745 and investments in stocks of other companies carried at $36,728,557, to levels more nearly in keeping with current values.

NEW "MURIEL" TO BE PLACED IN FEW DAYS

THE P. Lorillard Company has announced that the new size "Muriel" cigars which are manufactured to retail at five cents straight will be ready for distribution in the Metropolitan district of New York, within the next few days and shipments to other sections of the country will be made thereafter just as soon as possible. The new "Muriel" will go to the retail trade at $39 per thousand.

No attempt has been made to surpass all five-cent cigars in size—in fact it is smaller than many of them, but the P. Lorillard Company has endeavored to produce a cigar of unequalled excellence in smoking qualities at this price.

It is their opinion that cigar smokers are more critical now than they have been in recent years and that there is a big opportunity for volume business in meeting their demands. They are catering to the smoker who knows and demands exceptional quality.

The large chains that have already placed orders for the new size "Muriel" are selling them at five cents straight; $2.40 per box of fifty. At these prices there will be opportunity for the independent retailers to make a good profit.

U. S. TOBACCO NET GAINS $514,155

United States Tobacco Company reports for 1932 net income of $3,534,934, after expenses, depreciation, obsolescence and Federal taxes, an increase of $514,155 over the previous year. After paying $182,000 in dividends on the preferred stock, $1,937,368 in dividends on the common stock and transferring $2,791,523 from general reserve to surplus, and writing down good will, etc., from $4,461,395 to $1, the surplus account as of December 31, 1932, amounted to $5,883,485. At the close of the year the company had total assets of $25,286,128.

John M. De Voe, president, in his report to stockholders, says the net earnings for 1932, after preferred dividends, were equal to $7.64 per share on the common stock outstanding, and that none of the earnings shown in the income acount were derived from the company's investment in its own common shares, the dividends accruing on the latter being credited against dividend payments in the earned surplus account.

CIGARETTE TAX PASSES OKLAHOMA HOUSE

A bill placing a three-cent per package tax on cigarettes was passed by the Oklahoma House of Representatives on February 8th. The measure now goes to the State Senate, where Administration leaders may make an effort to increase the tax to 4½ cents as originally proposed by Governor W. H. Murray.

GEORGE W. HILL DECLINES STOCK ALLOTMENT

UNDER date of February 10, George W. Hill, president of the American Tobacco Company, announced in a letter to stockholders of that company that he had declined the allotment made to him of 13,440 shares of the company's B stock under the employees' stock-subscription plan, which has been fought through several courts in a stockholder's suit. The president stated that he had done so because of his belief that he could, in that way, more vigorously uphold the principle that employees who do their jobs well and make money for the company will also make money for themselves.

This action reduces the number of shares which have been allotted under the plan from 53,830 to 40,390.

In his letter, Mr. Hill reminded the stockholders that they adopted the plan two years ago on his recommendation and that he was directed to make the allotments and fix the prices of the stock. He selected the 535 employees, including all the directors, who shared in the allotments, but said that none of the shares allotted has yet been delivered to the participants.

Mr. Hill defended the allotments to seventeen directors on the ground that they devote all their time and efforts to the interests of the company, that none of them has any other business interest, and that every director is an active employee and the head of one or more departments and that they are the most important and valuable of the employees. In that respect, he asserted, the board was constituted differently from the boards of many other corporations.

LORILLARD EARNINGS MAY SHOW INCREASE

The *Wall Street Journal* says that when final earnings figures for 1932 are compiled, it is indicated that P. Lorillard Company will show net income of approximately $5,000,000 equivalent to around $2.20 a share on 1,909,212 common shares after preferred dividend requirements. This would compare with $4,846,373 for 1931 or $2.12 a share.

Total "Old Gold" sales of around 6,000,000,000 a year do not represent as large a proportion of Lorillard's business as does the cigarette business of the other large companies, the *Journal* says.

During 1932 the company continued to improve its financial position. Like all cigarette manufacturers, it was enabled, says the *Journal*, by lower prices for leaf tobacco, to reduce the amount of its investment in inventory, and thus improve its funded debt, by purchase on the market of more than $1,500,000 of its 5 per cent. bonds.

GEORGE W. HELME COMPANY EARNINGS

George W. Helme Company, snuff manufacturers, reports for 1932 net profit of $2,017,566 after charges and Federal taxes, equivalent, after 7 per cent. preferred dividends, to $7.24 a share on 240,000 common shares, as compared with $2,147,690, or $7.78 a share in 1931.

NEW PHILIP MORRIS CIGARETTE

Philip Morris and Company, New York, manufacturers of the well-known "Marlboro" cigarette, is marketing a new cigarette to retail at fifteen cents a package of twenty, under the brand name of "Philip Morris". The new cigarette is known as an English blend.

"OLD GOLD" RETURNS TO RADIO

AFTER a long absence from radio, "Old Gold," manufactured by the P. Lorillard Company, returned to the Columbia network on Wednesday, February 8, with a half-hour program of popular and delightful music by Fred Waring and his complete orchestra. The program will be featured each Wednesday evening from 10 to 10.30 P. M., Eastern Standard Time, over Columbia stations in the following cities: Akron, Albany, Atlanta, Bakersfield, Baltimore, Birmingham, Boston, Buffalo, Charlotte, Chattanooga, Chicago, Cincinnati, Cleveland, Columbus, Dallas, Denver, Detroit-Windsor, Fort Wayne, Fort Worth, Fresno, Hartford, Houston, Indianapolis, Kansas City, Little Rock, Los Angeles, Louisville, Memphis, Miami, Minneapolis, Mobile, New Orleans, New York City, Oklahoma City, Orlando, Philadelphia, Pittsburgh, Portland, Providence, Rochester, Sacramento, Salt Lake City, San Antonio Santa Barbara, San Diego, San Francisco, Seattle, Stockton, St. Louis, Spokane, Syracuse, Tacoma, Tampa, Toledo, Topeka, Washington.

JANUARY TOBACCO SALES IN KENTUCKY

Kentucky warehouses sold 170,142,312 pounds of tobacco of all types during January for $18,278,400, or an average of $10.74 per hundred pounds, Eugene Flowers, Commissioner of Agriculture, reported today.

During the same month of 1932 the warehouses sold 205,689,591 pounds of tobacco of all types for $15,897,475.83, or an average of $7.73 per hundred pounds.

The general average for January sales fell off from December, when 78,029,705 pounds of leaf of all types were sold for $10,142,985, or an average of $12.99 per hundred.

The sales for January included 143,162,612 pounds of burley for $17,140,298, or an average of $11.97 per hundred pounds. In January of 1932, 170,701,400 pounds of burley were sold for $14,616,321, or an average of $8.56. During December 73,631,805 pounds of burley brought $9,949,424, an average of $13.51.

UNITED STOCK DROPPED FROM EXCHANGE

Common and preferred stocks of the United Cigar Stores Company of America were removed from trading on the New York Stock Exchange at the opening of business on February 9th. The removal results automatically because of discontinuance, as of the close of business on February 8th, of the company's transfer and register offices in New York.

In a notice issued on February 8th, the exchange warned brokers to be careful to see that certificates for United Cigar Store stock in their possession are placed in names under which they would constitute a delivery before the close of the company's books, in order to settle transactions made on the exchange and to facilitate settlements of any future over-the-counter trading in the shares.

The securities now are listed on the New York Produce Exchange.

AMERICAN SNUFF COMPANY EARNINGS

The American Snuff Company reports net income of $1,818,026 for the year 1932, equivalent, after preferred dividends, to $3.59 a share (par $25) on 440,000 common shares, compared with $1,916,132, or $3.81 a share for the previous year.

ILLUSION:

One of Napoleon's soldiers rose to fame on the "Burning Oven" trick. A roaring fire was built in an oven . . . the temperature rose to 600° F. Into the oven walked the "fire king," M. Chabert, carrying several raw steaks. A few minutes later the doors were flung wide and out he stepped . . . safe and sound . . . with the steaks thoroughly cooked.

EXPLANATION:

Heat rises. When Chabert entered the oven he hung the steaks above the fire, in the *center* of the oven, then dropped to the floor at the *side*, covering his head with a hood made from his shirt. He breathed through small air holes in the floor. When the steaks were cooked he threw back the hood, grabbed the steaks, and stepped out in triumph.

It's fun to be fooled— ...it's more fun to KNOW

"The Burning Oven" is an old illusion which has played a leading rôle in cigarette advertising. Its modern name is "Heat Treatment."

EXPLANATION: All cigarette manufacturers use the heat-treating process.

Harsh, raw tobaccos require intensive processing under high temperatures. The more expensive tobaccos, which are naturally *mild*, call for only a moderate application of heat.

The first Camel cigarette was manufactured under the heat-treating process. Every one of the billions of Camels produced since has received the necessary heat treatment. But remember that heat treatment never makes cheap, inferior tobacco good. It is not in heat treatments, but in more costly tobacco and matchless blending, that Camels find their appealing mildness and flavor.

It is a fact, well known by leaf tobacco experts, that Camels are made from finer, MORE EXPENSIVE tobaccos than any other popular brand.

You sense this quality in the mildness . . . the distinctive flavor . . . of Camels.

More costly tobaccos and a *matchless* blend tell the story of Camel leadership in public confidence.

Try Camels. Judge them critically. Compare them with others for mildness, for throat-ease, for good taste. Key your taste to quality! Camels come to you fresh and cool . . . in the air-tight, *welded* Humidor Pack that keeps dryness outside and freshness inside.

Copyright, 1933, R. J. Reynolds Tobacco Company

CAMELS

— NO TRICKS ... JUST COSTLIER TOBACCOS

IN A MATCHLESS BLEND

PHILADELPHIA.

S. T. BANHAM DIES SUDDENLY

SAMUEL T. BANHAM, sixty-one, Roxborough manufacturer and civic leader and chairman of the Merchant Marine Committee of the Chamber of Commerce, died February 1st at his home, 427 Green Lane, Roxborough.

His death was sudden, although he had been ill for several months. Mr. Banham visited his office in Manayunk, and his death came shortly after his return to his home, where he lived with his mother, Mrs. Anna Banham, and his sister, Miss Bertha Banham.

Mr. Banham, prominent advocate of a greater Port of Philadelphia, had made more than thirty trips to Europe, most of them devoted to interesting European manufacturers in the port, and he was instrumental in obtaining the "Milwaukee" steamship's passenger cruises from Philadelphia in 1928, and the West Indies cruises of the Hamburg-American steamship "Republic" in 1929-30.

He was president of the City Business Club, which he headed for ten years; of the Manayunk Business Men's Association, for twelve years, and a former president of the United Business Men's Association.

Born in England in 1871, Mr. Banham had been a resident of Roxborough since he was ten years old, attending the public schools there. After a short period of employment with the Pencoyd Iron Works, at the age of nineteen he founded, with a brother, Albert L. Banham, the firm of S. T. Banham & Brothers, now a large wholesale tobacco distributing firm at 4367 Main Street, Manayunk, and another in Norristown.

Mr. Banham disposed of his automobile agency in Manayunk at his retirement in September, 1931, after twenty-one years in that business, during which he became president of the Ford Dealers Association of Philadelphia.

During a long career as officer of the Philadelphia civic groups Mr. Banham became a prominent figure in disputes between the city and the Philadelphia Rapid Transit Company. Among his recommendations were the creation of a permanent traffic and transit control board for Philadelphia; creation of a Port Commission, and adoption of the City Manager plan of government.

In addition to other offices, Mr. Banham had been president of the Twenty-first Ward Civic Association and of the Twenty-first Ward Memorial Monument Association, which erected one of the first World War memorials in this city. He was a member of Palestine Lodge, F. and A. M., of Falls of Schuylkill and of Elks Lodge No. 2.

Trade Notes

PROMOTING "MEDALIST" IN PHILADELPHIA

S. Silverberg, promotional man for E. A. Kline & Company, "Medalist" manufacturer, New York City, has been in Philadelphia during the past two weeks doing promotional work among consumers on "Medalist" cigars with splendid results. Mr. Silverberg has also been working in the retail trade promoting the "Medalist" Juniors, in the new packing retailing at fifty cents for a package of ten of the Juniors. Yahn & McDonnell have been appointed exclusive distributors of the "Medalist" brand for this territory, effective January 1st.

Mr. Daniels, representing Val M. Antuono's, Tampa, Fla., "C. H. S." brand was in town last week visiting the trade in the interest of this five-cent Havana brand.

Abe Caro, the genial ambassador of the "Optimo" factory, was in town last week visiting Yahn & McDonnell, local distributors of the brand. "Optimo" sales continue to maintain their steady volume of sales here.

Yahn & McDonnell report an excellent sale on their private brand, "Mint Perfecto," which has just been reduced to retail at five cents each, $5 per hundred. This brand formerly retailed at four for twenty-five cents, and the recent reduction in price has effected an unexpected increase in sales.

Benjamin Lumley, representing F. W. Sommerfeld Cigar Company, Miami, and Garcia y Vega, Tampa, has been visiting his factories in the South during the past two weeks and is expected to return to Philadelphia this week. He advises his friends in Philadelphia that he is having a wonderful time in Florida and expects a big year ahead for his brands.

E. Rosenthal is spending some time in Philadelphia doing promotional work on the Gonzales & Sanchez cigar, through Yahn & McDonnell, local distributors of the brand, with splendid results. Several new popular sizes will be added to the line in a short time, which are expected to have a stimulating effect on sales of this high-grade brand.

Trade Notes

On January 31st it was announced that Bayuk Cigars, Incorporated, had added 592 employees to the operating force in their Philadelphia plant.

Harry A. Tint is featuring a wonderful display of fine pipes in his stand in the Pennsylvania Building, and reports a wonderful pipe business as a result.

John Wagner & Sons announce that they have just added five popular sizes to their own controlled "Wagner" brand of fine cigars, and calls for this brand are showing a substantial increase among consumers.

Godfrey S. M. Tint, son of Harry A. Tint, who operates cigar stands in the Burlington Arcade and the Pennsylvania Building, returned last week from his honeymoon and was tendered a welcome-home banquet at the Manufacturers Club.

I. B. White, manager of the cigar department of John Wagner & Sons, Dock Street distributors, reports a wonderful business on their "Monticello" smoking mixture and "Monticello" cigarettes, both controlled brands of the Wagner house.

Bill Wood, of the Wood Drug Company, has just returned from a sojourn in the Southland where he had a splendid time enjoying the balmy atmosphere and sparkling waters for which that section of this country is so famous.

Julius Blum, of the "Natural Bloom" factory, 1300 First Avenue, New York City, was in town on Monday visiting Yahn & McDonnell, local distributors of the brand. "Natural Bloom" has a good distribution in this territory and a goodly number of steady customers who are partial to that brand.

"Briggs," the new high-grade smoking tobacco, manufactured by the P. Lorillard Company, and distributed by Yahn & McDonnell, continues to gain in popularity and is being featured by more and more retailers daily. This brand retails at 15 cents straight, and the established price is being rigidly maintained by retailers throughout the city who are interested in stocking merchandise in which there is a legitimate profit.

The new "Bayuk Phillies," which was reduced on January first to retail at five cents, is continuing to gain in popularity throughout the country among those consumers who appreciate quality in a cigar, and orders are continuing to pour into factory headquarters at Ninth Street and Columbia Avenue, in such volume that the huge factory has been kept running to absolute capacity ever since news of the reduction in price of the "Phillies" was broadcast to retailers and consumers throughout the country. The outlook for continued increasing popularity of Bayuk brands is considered to be highly favorable.

PLANTING MORE TOBACCO SEED-BEDS URGED FOR FIGHTING BLUE MOLD

PLANTING more seed-beds is the simplest way for a tobacco grower to insure himself against disastrous losses from downy mildew or blue mold, says the United States Department of Agriculture.

This disease was first noticed in the United States in 1921, did not appear again until 1931, and in 1932 did widespread damage, especially in North Carolina, South Carolina, and parts of Georgia. The mildew attacks plants in the seed-bed. It is common in Australia. The department says the mildew problem probably is here to stay, and that destructive outbreaks may occur whenever the weather is favorable.

The mildew first appears as yellow blotches on the leaves with a cottony growth on the undersides of the leaves, usually white or pale violet in color. In a few days the leaves have dead areas on them, as though they had been spattered with boiling water.

In planting more beds, it is best to have them separated and sown at different times, as some of the beds would then stand a better chance of encountering weather unfavorable to the disease. After the plants are transplanted there is little danger from the disease and the department advises transplanting as soon as the plants are large enough. If there is disease in the bed, transplanting after the plants begin to recover results in more plants living than would survive if the diseased plants were transplanted. Spraying with Bordeaux mixture may help check the disease.

FREDDIE SUSS DEAD

The many friends of Freddie Suss, well-known representative of S. H. Furgatch y Ca., New York City manufacturers, were shocked to learn that he passed away suddenly in Cleveland, O., on Monday, February 6th. Mr. Suss had just started on his usual western trip to contact the trade on his brands. He was taken ill in Buffalo, but felt able to continue his trip, and had reached Cleveland when his death occurred.

IMPERIAL TOBACCO COMPANY EARNINGS

The Imperial Tobacco Company of Great Britain and Ireland reports for the year ended October 31, 1932, profit of £8,656,898, after depreciation, taxes, etc., but before reserves, as compared with £9,886,063 in the preceding fiscal year.

Frank Swick, of Simpson, Studwell & Swick, manufacturers of "Chukkers" cigarettes, was a visitor in Philadelphia last week.

John L. McGuerty postcards his friends in Philadelphia that he is having a fine time in Havana, where he is visiting the "Romeo y Julieta" factory, which he represents in the United States.

Paul Steinberg, veteran salesman of John Wagner & Sons, is making particular smokers in Philadelphia aware of the extra good qualities of the "Medal of Honor" cigar and creating a host of friends for the new cabinet size which was recently added to the line, retailing at ten cents each. Mr. Steinberg is thoroughly sold on the idea that the "Medal of Honor" brand is unsurpassed for quality, workmanship and aroma, and the substantial increase in orders which he has been turning in to John Wagner & Sons, local distributors of the brand, is evidence that his many customers heartily agree with his opinion.

"I'm working and Smoking overtime—

hence a *Milder Cigarette*

WHEN I work hard, I usually smoke more; and when I smoke more, I usually work harder—that's why I want a cigarette that's milder and tastes better—that's why I smoke Chesterfields.

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NEWS FROM CONGRESS AND FEDERAL DEPARTMENTS

FROM OUR WASHINGTON BUREAU 622 ALBEE BUILDING

LEGISLATION which would prevent interstate commerce in tobacco products manufactured in plants in which persons were employed more than five days a week or six hours a day has been favorably reported to the House of Representatives by the committee on labor.

The bill would enforce the adoption of the five-day week in all factories, manufacturing establishments, workshops, mines, quarries, mills and canneries by prohibiting the movement in interstate or foreign commerce of any article or commodity produced in any plant, in the United States or abroad, in which the six-hour day and five-day week were not observed.

Sentiment of the industrial world is sharply divided on the merits of the shorter week, but depression conditions are believed to have dulled the opposition of those who would most strenuously have fought the thirty-hour week in more normal times. Labor, generally, is in favor of the plan, as are a number of prominent manufacturers who see in it a widening of the employment opportunities. On the other hand, many manufacturers oppose a shortening of the present hours of labor by law, on the ground that individual lines of industry may be subject to special conditions which make a six-hour day undesirable.

A third point of view, that hours of labor should be lengthened, was laid before the Senate Judiciary Committee during hearings on similar legislation by Charles B. Bradbury, a merchant of Winthrop, Mass.

"Longer hours will increase production and reduce cost, thus permitting people to obtain goods cheaper and to consume more," Mr. Bradbury told the committee.

"If we can produce goods cheaper, we can compete with foreign labor and can export more goods, while increased cost will to a degree stop production and permit the people of other nations with depreciated currencies to bring into this country too many goods."

Discontinuance of the sale by canteens, navy stores and commissaries and post exchanges of tobacco products and other commodities which in private merchandising are subject to Federal or state excise taxes, unless the amount of such taxes is included in the price is recommended by the Shannon committee on Government competition with private business in a report filed with the House of Representatives February 8.

No action is expected to be taken upon the report this session, but Congressman Joseph B. Shannon of Missouri, chairman of the committee, has announced that next session he will seek to take the Government out of 232 different kinds of business which eight months of investigation disclosed it to be engaged in.

The report also recommends that the Post Office Department discontinue the practice of soliciting parcel post business and increase its rates for packages to a point where they will cover the entire cost of the service, and that the Government also discontinue the practice of selling stamped envelopes with printed return cards.

"The evidence in general," the committee declared in its report, "indicates that the operations of the Federal Government in the field of private enterprise has reached a magnitude and diversity which threatens to reduce private initiative, curtail the opportunities and infringe upon the earning powers of tax-paying undertakings while steadily increasing the levies upon them."

Failure of the Department of Justice to advance any recommendations for relaxation of the antitrust laws during the depression period lies not in the desire of officials to continue the present strict statutes in force but in the fact that no modification has yet been proposed which would not involve the Government in the problem of price fixing, according to Attorney General William D. Mitchell.

"Under any legislation conditionally removing the ban on combinations now prohibited by law," Mr. Mitchell asserted in discussing the agitation for relaxation of the present statutes, "the determination of the question whether the combination resulted in extortion or oppression on the consuming public would have to be left to some agency like the Federal Trade Commission, which could approve the combination in advance and withdraw its approval at any time if it were found to result in unreasonable exactions from the public.

"Whatever method might be adopted," he continued, "a departure from the competitive system would require us to face the necessity for further projecting the Government into control and supervision of business, and as a permanent legislative policy it seems unlikely that the people of this country are in a frame of mind to be satisfied with any plan which would allow some commission, board or bureau at Washington to be passing on the reasonableness of prices to be paid throughout the land for necessary or useful commodities.

"In this lies the inherent difficulty. All the discussions by institutes, chambers of commerce, bar associations, professors and economists have so far failed to bring forth a solution in the form of concrete legislative proposals for fundamental changes in the anti-trust laws meeting general acceptance."

(*Continued on Page 17*)

MR. WILLIAMS WARNS ON INCREASED TAXES

S. CLAY WILLIAMS, president of the R. J. Reynolds Tobacco Company, presented to the joint finance committee of the Legislature a very frank, thoughtful and fair opinion of the various tax bills now before that body in so far as they would affect the tobacco industry in this State. He stated that on next March 15, his company will pay the State $2,180,000 in income tax, a larger amount than was paid last year. The company's taxable income for 1932 is larger than for 1931, he explained.

Mr. Williams did not speak for the other tobacco companies as to 1932. But cited figures to show that the tobacco industry paid in 1931 57.3 per cent. of the total income tax paid by all corporations, 45.5 per cent. of the total income tax paid both by corporations and individuals and 50.5 per cent. of the combined corporation and franchise taxes paid by corporations.

The budget bill proposes laws that would increase the income tax of all corporations from 5½ per cent. to 6 per cent. and their franchise tax from $1.25 to $1.75 on each $1000 of capital stock. President Williams objected to increasing the franchise tax on the market value of capital stock instead of on the original investment it represents. To select the market value of the stock would be to slap the tobacco industry in the face, he insisted. His point here is that the market value of other species of stocks is very low—railroad stock, for instance. The market value of tobacco stock is very high comparatively. He insisted that the franchise tax should be based on money invested in stock, since the income tax takes care of the earnings feature of the stock.

The Hayden Clement bill, which would levy a one-half of one per cent. tax on production of all commodities elicited objection from Mr. Williams, who said that such a tax would send every article manufactured in the State out into interstate commerce with a very definite handicap. Discussing the Hinsdale bill, which would place a tax of three cents on every package of cigarettes, Mr. Williams made the strong point that such a tax would be a bad example for North Carolina to set for other states. Sixty-one per cent. of the cigarettes made in the nation are made in North Carolina. Fourteen states tax cigarettes and in those states consumption has fallen off sharply. The consumption of cigarettes rose as high as 119,000,000,000; it dropped to 112,000,000,000, and is now 105,000,000,000. Obviously increased taxes on cigarette consumption reduces the number used.

President Williams reminded the joint finance committee that there is pending in Congress a bill which would return to the states one-sixth of the federal revenue derived from tobacco on condition that they refrain from imposing taxes on the industry. He commended the bill but was far from confident that it would be enacted.

Mr. Williams gave some attention to the relationship of the tobacco industry to the State. North Carolina produces 38 per cent. of all the tobacco grown in the country and manufactures 61 per cent. of all the cigarettes. The State's taxation policy has always been favorable to the industry. Mr. Williams insists he has no notion of leaving the State, but is not sure that the stockholders, who own the R. J. Reynolds Tobacco Company, would vote to continue operations in the State if it should raise tax rates so high that it would be cheaper to operate in other states.—*Winston-Salem Journal.*

TECHNOLOGICAL UNEMPLOYMENT IN THE CIGAR AND CIGARETTE INDUSTRIES

THE introduction of machines into the cigar industry has meant loss of job, protracted unemployment, or greatly reduced earnings to many workers, according to a recent study made by the Women's Bureau of the United States Department of Labor. This survey, covering some twenty-five thousand women and about 100 cigar factories, shows how workers have lost ground with improved technological methods in one specific industry. The study also shows the effects of greatly improved machinery in the cigarette industry.

The industries themselves are forging ahead, producing 124 billion cigarettes and six and a quarter billion cigars in 1930. Tracing this growth by census figures during the ten-year period from 1919 to 1929, the bulletin makes clear that while the total value of the products added by manufacture in the two industries combined increased by almost 70 per cent., wages paid decreased by 23 per cent. That machines are definitely taking the place of men and women workers in cigar manufacture is further indicated by the fact that the increase in horsepower is tremendous and the average number of wage-earners is declining greatly.

Cigarette making has been from the start a machine process and its story has been one of continuously improving machine production. But twenty years or more ago cigars were made almost entirely by hand, the survey states. Competition for popularity with the public against the cheaper, machine-made cigarettes necessitated the introduction of machines into cigar-making. In 1918 an automatic cigar-making machine was invented which with four operators, was able to complete the whole cigar-making process. Three thousands such machines were in operation by 1929, and their use has revolutionized the entire industry. Greater efficiency, cheaper labor costs, and increased production have come with them. Nevertheless, hand production still prevailed in many of the factories visited. The survey found that the consensus of opinion of employers seems to be that under average conditions the machine cuts labor costs about one-half and doubles production with the same space and number of employees.

With this change of jobs in cigar-making from a skilled hand process to machine operation, though both men and women were being displaced, men were losing out proportionately more than women in the industry. When given an opportunity to make cigars by machine men were less willing than women to accept less skilled and lower paid jobs. Census figures show that women suffered only 24 per cent. reduction in cigar and tobacco plants as compared with about 40 per cent. reduction for the men during the ten-year period from 1920 to 1930. In one plant visited by the Women's Bureau as many as 80 per cent. of the workers before the introduction of machines were men, but with the use of machines only 10 per cent. were men.

But while it was true that some women hand workers were given a chance at the machines, to many others the merging of plants and introduction of machinery meant dismissal and unemployment. Interviews were held with 1150 women who had lost out in this way. One-eighth of these women had been completely unemployed since their dismissal, and of the remainder only a little over one-tenth had been employed for the whole time. The older women had the hardest time in finding new work.

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RETAIL STORE PROBLEMS

So many persons are unaware of the many aids to business which have been carefully prepared by the United States Government, and so many of those who are aware of these facilities fail to take advantage of them, that we are publishing the following studies as an aid to the retailer.—Editor.

(This Study prepared in the the United States Department of Commerce, Domestic Commerce Division, by a special staff under the supervision of Lawrence A. Hansen.)

VEHICULAR TRAFFIC CONGESTION AND RETAIL BUSINESS

(Continued from previous Issue)

Scope of Interference

But while this is evident it is interesting to note that the percentage of interference does not increase in direct proportion to the size of the city. In other words, the amount of street traffic which causes congestion and results in business interference is not in direct proportion to the size of the retail area. There is, of course, a limit to the amount of traffic that streets, regardless of location, can accommodate. Street widths do not increase as the size of the city increases, although the amount of street traffic does. Furthermore, in some instances retail establishments are doing business today with the same street space that they had fifteen or twenty-five years ago, although, patronage, bringing automobiles to those store entrances, is several times as great. While there is this street limit, some degree of partiality in providing street space for vehicles is necessary. Retailers are asking whether retail areas are taking care of the most needed types of transportation; and whether those vehicles which best serve retail interests are being given their due place in the general scheme of street accommodation.

Degree of Interference

Degree of interference, or the extent to which business is interfered with because of vehicular traffic congestion, was found much less tangible than scope of interference. Any element, of course, might hamper business even to a very appreciable extent, and while the element itself was wholly discernible, the degree of that interference might be an entirely unknown quantity.

The survey undertook to determine degree of interference, basing it upon the percentage estimates made by the merchants to whom questionnaires were sent. The number reporting on this point, however, was somewhat small. In view of this, and also the fact that the replies represented rough estimates only, it should be stated that these replies indicate only the trend of interference. Merchants in cities in Group I who reported percentages stated that traffic interference was responsible for a sales decline ranging between 5 and 50 per cent. In addition, in two-thirds of the cities in this group, one or more stores stated that the interference was "considerable." Stores representing all eight selected lines of merchandise, with the exception of jewelry, are included among those reporting an appreciable amount of interference. It was also noted that subcenter as well as downtown stores expressed varying degrees of interference.

While degree of interference reported by stores in Group II was substantially the same as that reported by stores in Group I, one store in this group made reference to increased interference during the summer months when there was greater resort patronage. Subcenter stores reported interference in proportionate amounts. In this group, as well as in Groups III and IV, but four lines of merchandise (dry goods, hardware, shoes, and clothing) were sent questionnaires, and all reported some amount of interference. In a city fairly well up in Group III, a men's clothing store with a capitalization of less than $150,000 reported that interference from vehicular traffic congestion was responsible for a decline of $10,000 in sales during one year. In some stores in Group III the amount was estimated to be appreciable only during certain unusually busy periods, such as the holiday season; in some stores in Group IV the amount was considered appreciable only on Saturday evenings, when those stores were open.

Taking the median percentage, which seems to be a nearer approach to the actual condition, with a small number of replies of wide range it was found that in Group I traffic interference was 20 per cent.; in Group II, 20 per cent.; in Group III, 20 per cent.; and in Group IV, 10 per cent. Similar percentages in subcenter districts amounted to 20 per cent. in Group I and 10 per cent. in Group II. It is not to be inferred, however, that every business in those groups of cities is interfered with to the degrees mentioned. Total business has probably increased since the advent of the automobile. But, where congestion occurs and interference results, volume of business possibly has been brought down from 1 per cent. to 20 per cent. below that which would have been transacted with the automobile as a "business bringer" minus the factor of congestion.

Causes of Congestion in Retail Areas

With interference resulting from congested vehicular traffic as a definite problem and with that problem existing in communities of various sizes in all parts of the country, the next step is to look into the causes of such a condition.

Broadly speaking, causes of vehicular traffic congestion are perhaps as many as there are store locations. Some loom up large and others are less discernible. In reply to the question covering the causes of this condition, many diverse answers were received. On the basis of these answers causes of congestion have been classified under the following four headings: (1) Conditions related to traffic regulations; (2) those clearly a result of lack of parking facilities; (3) those resulting from narrow streets; and (4) those in which the street car is concerned. These four factors which have been reported as causing vehicular traffic congestion may or may not be the chief factors concerned at all locations. They merely have been reported as the most prominent factors producing congestion, and only a true analysis of each location by traffic specialists should be accepted as the actual condition. These reported factors, however, are significant in so far as one or more of them undoubtedly is fundamental in every instance where vehicular traffic congestion occurs.

(Continued on Page 14)

BETTER CONTAINERS FOR BETTER CIGARS

Today the cigar manufacturers of the country are offering their customers a better product, for the money expended, than has been possible for many years.

The appeal of these exceptional values can be greatly increased by good packaging, for good packaging is essential to all successful merchandising.

The new improved AUTOKRAFT cigar box is available to all cigar manufacturers. It will not only enhance the worth of a brand in the eyes of the consumer, but at the same time it presents opportunities for economies to the cigar manufacturer.

Phila., Pa.
Hanover, Pa.
Cincinnati, Ohio

AUTOKRAFT BOX CORPORATION
LIMA OHIO
A Nation Wide Service

York, Pa.
Chicago, Ill.
Detroit, Mich.
Wheeling, W. Va.

TECHNOLOGICAL UNEMPLOYMENT

(Continued from Page 11)

Those women who did find jobs reported reduced earnings. Of the women who reported their earnings before the separation and on the first subsequent job, the medium earnings of those who found work again in cigar factories had decreased almost 20 per cent. from their median before dismissal. Similarly, of those who found work in other industries, median earnings showed an almost 30 per cent. decline.

Older women were found to be losing ground to the younger girls. As evidence of the cigar industry's decided tendency to drop the older workers is the fact that 60 per cent. of the displaced women were thirty years of age or more, while only 35 per cent. of the women employed in the cigar factories at the time of the survey had reached thirty years.

A further comparison of the two groups of women showed that the most experienced and skilled workers suffered the most during the transition from hand to machine work. Half of the women employed in the cigar factories at the time of the survey had had less than five years of experience in the industry, while of those dismissed only a fourth had worked less than five years in the trade.

Wage figures from the plants visited showed that the vast majority of cigarmakers, both hand and machine, were on piecework. Median earnings of machine makers were somewhat higher than that of the hand makers. It was explained that this was due largely to the steady application necessary in machine work where girls must keep up with the electrically-driven equipment as long as the power is on, while hand makers more frequently work on a part-time basis.

TOBACCO TRADE ORGANIZATIONS

TOBACCO MERCHANTS ASSOCIATION OF UNITED STATES

JESSE A. BLOCH, Wheeling, W. Va.	President
CHARLES J. EISENLOHR, Philadelphia, Pa.	Ex-President
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WILLIAM BEST, New York, N. Y.	Chairman Executive Committee
MAJ. GEORGE W. HILL, New York, N. Y.	Vice-President
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HARVEY L. HIRST, Philadelphia, Pa.	Vice-President
ASA LEMLEIN, New York, N. Y.	Treasurer
CHARLES DUSHKIND, New York, N. Y.	Counsel and Managing Director

Headquarters, 341 Madison Ave., New York City

ALLIED TOBACCO LEAGUE OF AMERICA

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CHAS. B. WITTROCK, Cincinnati, Ohio	Vice-President
GEO. S. ENGEL, Covington, Ky.	Treasurer
WM. S. GOLDENBURG, Cincinnati, Ohio	Secretary

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MILTON RANCK, Lancaster, Pa.	First Vice-President
D. EMIL KLEIN, New York City	Second Vice-President
LEE SAMUELS, New York City	Secretary-Treasurer

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MAX JACOBOWITZ, 84 Montgomery St., Jersey City, N. J.	Secretary

RETAIL STORE PROBLEMS

(*Continued from page 12*)

Faulty Traffic Regulations

Most stores reported the cause of vehicular-traffic congestion to be related to traffic regulations. Various forms of traffic regulation have perhaps aided in the solution of the problem more than anything else, but there is still much to be done. Problems incident to traffic regulations, as a cause, are said to be the result of the following: Unenforced regulations, unnecessary regulations, misfitted regulations, and insufficient regulations.

In the downtown districts of the Group I cities, where 61 per cent. of the stores reported interference as a result of vehicular traffic congestion, 25.9 per cent. of those stores stated that this congestion was a result of one or more of the above faults in regulation of traffic. Such points as "violation of city parking laws," "laxity in enforcing traffic regulations." "too few traffic policemen," and similar comments relating to unenforced regulations were made. In no instance was the thought of unnecessary regulations expressed. The misfitted regulations reported were chiefly "one-way traffic," "unnecessarily prolonged parking privilege," "block traffic control instead of central control," and "left-hand turns." Those points which have been placed under insufficient regulations include "inability to stop in front of the store for the purpose of discharging passengers" (possible of adjustment by a cleared entrance way regulation), "heavy truck traffic," "slow traffic," and "lack of through streets," all of which are remedial by regulations. "Needless" traffic, including "idle driving," "cruising taxis," and "the collecting of rubbish and other refuse that could be done at night," were reported by a considerable number of merchants. Some of these points may, in some instances, be placed under one of the other three causes of "lack of parking facilities." "street cars," and "narrow streets." This is perhaps a point of view. However, these points are in the remedial by regulation class and for that reason were placed under insufficient regulations.

In the subcenter shopping districts of the Group I cities, where 32.9 per cent. of the stores reported traffic interference, 14.9 per cent. of the reporting stores credited the cause of this interference to traffic regulations. The various faulty traffic regulations reported by these stores were practically identical with those reported by the downtown stores in the same group.

Of the 53.6 per cent. of the stores in the Group II cities that reported interference, 24.7 per cent. of these stores reported the cause of that interference as directly traceable to traffic regulations. In this group of cities, the unenforced regulations reported were practically the same as those reported in Group I, but less in number. Unnecessary regulations were not mentioned; misfitted regulations were limited to the "no-parking" regulations; and insufficient regulations took the form of "idle driving," "not sufficient cross streets to absorb vehicular traffic," "not enough direct lines of traffic," and "slow-moving commercial trucks which slow down traffic." Subcenter shopping district stores in this group, where there was a 16.6 per cent. traffic interference and a 13.3 per cent. faulty traffic regulation cause, reported faults in traffic regulation to be of the same type as those reported by the downtown districts in the same group.

In cities in Group III, where traffic interference was reported by 46.5 per cent. of the stores, 22.9 per cent. of the reporting stores reported the cause to be faulty traffic regulations. Unenforced traffic regulations were mentioned by a considerable number; insufficient regulations were expressed in terms of "unrestricted parking," "too much driving without aim," "inability to drive up to the store," and "automobiles of business and professional men parked all day in front of retail houses." Unnecessary regulations and misfitted regulations were not reported by any of the stores in cities in this group.

In Group IV, where traffic interference with business was reported by 22.3 per cent. of the stores, faulty traffic regulations were held responsible by 14.5 per cent. of those stores. Unenforced regulations were stated chiefly in the form of a "disregard of traffic regulations" and "ignorance of traffic laws." Insufficient regulations were expressed in "careless driving," "inability to drive up to store and load and unload," and "office and store people occupy choice parking spaces and prevent customers using these spaces." Unnecessary regulations as well as misfitted regulations were not reported by the Group IV stores.

A summary of traffic regulations as a cause of vehicular traffic congestion shows unenforced regulations, misfitted regulations, and insufficient regulations to have been reported by merchants throughout the country as conspicuous factors, with the greatest emphasis placed on unenforced regulations. These faulty regulations exist to a lesser degree as cities decrease in size; but in relation to interference they constitute about on-half of the problem in all cities, regardless of size. It is evidenced, therefore, that faulty traffic regulations should not be confused solely with large populated centers; small towns evidently have their troubles in this direction which are as real to them as such troubles are to any metropolis.

Lack of Parking Facilities

While traffic regulations were reported as being the dominant factor in producing vehicular traffic congestion in all cities, regardless of size, and in the subcenter shopping districts as well as in the down-town business areas, this factor has no monopoly of causes.

Lack of parking facilities was reported by 14.9 per cent. of the merchants as being responsible in the down-town areas of the Group I cities; the same percentage of merchants in the down-town areas of the Group II cities reported this cause; 8.1 per cent. of the merchants in the Group III cities; and 2.4 per cent. of the merchants in the Group IV cities made similar cause reports. Subcenter shopping districts in Group I reported this as a 4.3 per cent. cause, and in Group II as a 3.3 per cent. cause. Lack of parking facilities as expressed by merchants had a somewhat different meaning in the various groups of cities. Stores in the largest cities, those of Group I, reported this factor as a cause of congestion, with the reference that parking facilities were inadequate for their needs. In comparatively few cases in this group was distance of the parking space from the store made a point of in connection with this lack. For stores in the Group II cities, lack of parking facilities was a cause of congestion when they were not within an area of convenience to the store. Stores in the Group III cities referred to this lack with a slightly different interpretation. A convenient area to the store was narrowed by this group to the "immediate vicinity of the store." Stores in the Group IV cities, in referring to this cause, felt a lack of such facilities when their customers could not park

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BOOM AHEAD FOR MAGIC THEATRE IS VIEW OF LEADING MAGICIANS

PROFESSIONAL magicians see a big boom ahead for magic and the magic theatre as a direct result of the present cigarette advertising campaign. They feel that the new advertising will bring magic back as a headliner in the show business.

This became known last week as the result of a check-up on opinion in the profession.

While the corridors of magic hummed with the news of the new "magic cigarette ads," and protests were heard in some directions, the consensus of opinion was that a new fad for magic loomed up ahead.

Leading magicians, such as Pablo, the Spanish sleight-of-hand wizard; Joseph Dunninger, "The Master Mind of Modern Mystery"; Paul Carleton, "The Man Who Mystified the Mikado"; Luis Zingone, favorite private entertainer of the "400"; and Allan Shaw, famed coin manipulator, all look to see revived interest in the form of entertainment in which they are most interested, as a result of the current cigarette advertisements.

Joseph Dunninger is reputed to be the most remarkable mind reader of our generation. Known as the highest priced magician, Dunninger has an international reputation. He has appeared before the Prince of Wales and three Presidents of the United States. In talking about the new "Camel" advertising campaign he said:

"The descriptions of famous tricks in the recent cigarette advertisements promise to recreate for the modern public the ancient charm of magic shows. I commend this campaign as I believe it will introduce an even wider public to the fascinations of this form of entertainment."

Also typical of the expressions being heard among magicians is the comment of Pablo, the Spanish magician who works in pantomime. His *cigarette illusions*, incidentally, are famous. He says:

"I endorse any activity, such as the current cigarette advertising campaign, which draws public attention to magic. It will be a real benefit to all classes who are interested in magic—professional, amateurs, and makers of magic apparatus."

Paul Carlton, "The Man Who Mystified the Mikado," is credited with having started more magicians in business than any other man. He has followed the "magic ads" of the cigarette company with keen interest.

"The advertising based on magic now appearing in the newspapers describes some of the most interesting and curious tricks, illusions and deceptions of the professional stage. This campaign has my hearty approval and I look forward to seeing the creation of a new public for seeing magic performed."

Luis Zingone, favorite entertainer of society, in private shows, and at such places as the Atlantic Beach Club, the Palm Beach Bath and Tennis Club and Villa Valla, joins with the majority of his brother magicians in giving his approval to the "Camel" advertising.

"I'm glad to see that public interest in magic has been stirred up by the cigarette advertising now running. I believe we're due for better days in the magic theatre."

Some protests have been heard about the disclosures of the magic tricks which are being made in the advertising, particularly among the non-professionals.

However, Allan Shaw, the magician who does unbelievable tricks with silver dollars—a man who for twenty years has entertained audiences all over the world, concurs with the prevailing opinion. He shares the view held by the majority of leading magicians, saying:

"I endorse and commend any publicity or advertising which helps revive public interest in magic! Thaumaturgy is one form of entertainment which takes your mind off your troubles—and how we need it these days!"

If the opinions of the leading professionals are correct, magic is due for a strong comeback as a result of the new cigarette advertising. Surveys conducted independently by the Reynolds Tobacco Company show an extraordinary stirring of public interest in magic as the consequence of their advertisements. With schools collecting tear sheets of the advertisements, and hundreds of letters coming into the company's offices daily discussing the subject of stage magic, it appears that the professional magicians face a bright future.

ANOTHER CIGARETTE CUT RUMORED

REPORTS of a new cut in wholesale cigarette prices by the four leading manufacturers broke out anew last week, in New York, and went further than previous reports by stating that the reduction would be to $5 a thousand. On January 1, the manufacturers reduced the wholesale price from $6.85 to $6 a thousand, and in mid-January, coinciding with weakness in tobacco company stocks traded in local security markets, it was rumored that an additional price cut to $5.50 a thousand was contemplated. No official comment on the reports has been forthcoming from the manufacturers.

According to news comment yesterday, the manufacturers will, within the next few months, post two reductions of 50 cents each, bringing the retail price of leading brands to 10 cents for packets of twenty cigarettes. The cut would be made to recapture business lost to brands now selling for 10 cents a packet, and which supply 20 per cent. of the total cigarette demand, according to estimates.

Statistics on 1932 cigarette production, by states, reveal the rise in output of the 10-cent brands. Kentucky, which reported a production of 3,800,000,000 cigarettes in 1931, increased output to 11,000,000,000 cigarettes last year, it being estimated that 10-cent brands accounted for 9,400,000,000 of the 1932 total. In 1932, 57,000,000,000 cigarettes were made in North Carolina against 71,000,000,000 in 1931, a drop of 14,000,000,000 or 19.7 per cent. Between 60 and 70 per cent. of two of the four leading brands, now retailing at two packages for 25 cents, and 35 per cent. of one of the other two brands, are produced in North Carolina. In New Jersey, revenue figures for 1932 show production of 3,700,000,000 cigarettes, or about 1,000,000,000 less than in 1931. Total cigarette production in the United States last year was 103,591,459,000 cigarettes, or 8.7 per cent. less than the 113,461,120,000 cigarettes produced in 1931.

DRUG, INCORPORATED, DIVIDEND

Drug, Incorporated, cut the quarterly dividend rate from $1 to 75 cents a share on February 1st. Officials of the company said that while the reduction was dictated by a desire to follow conservative financial policies, there would be no curtailment in its important expenditures for national advertising during 1933 and that in the case of some of its products appropriations would even be increased.

WHY STATES SHOULD NOT DUPLICATE FEDERAL TAX ON TOBACCO

FRANKLIN S. EDMONDS, president of the National Tax Association, addressing the first session of the Interstate Conference of Legislators meeting in Washington on February 3d under the auspices of the American Legislators' Association, paid particular attention to cigarette taxation as illustrating the possibility of extending to other fields of taxation the rebating device now used by the Federal Government in connection with inheritance taxes.

Mr. Edmonds, who served as a member of the General Assembly of Pennsylvania from 1921 to 1927 and as Chairman of the Pennsylvania Tax Commission (Legislative) from 1924 to 1927, pointed out that under the terms of the Doughton Resolution, now before Congress, the Federal Government would be the sole agency collecting tobacco taxes, rebating one-sixth of such collections to states imposing no tax on tobacco products.

In showing how duplicate taxation results in decreased consumption and consequent lower tax yields, Mr. Edmonds said:

We are bound to recognize that there are certain taxes which, by their nature, can be administered by the Federal Government more economically and efficiently than by the state governments, and yet in some cases they are taxes which, like the estate tax, had previously been reserved to the states.

During the present economic depression, a new tax difficulty has developed; namely, that if one jurisdiction develops what seems to be a productive tax, the other jurisdiction at once invades the field, and the joint pressure of the two jurisdictions may result in injustice, inequity and, eventually, the elimination of the revenue desired.

Situation Presents a Challenge

This situation presents a challenge to the economic sense of the American people. Upon the one side, we find a group of taxpayers who claim to be willing to pay equitable taxes and whose prosperity is fundamental in American life. They are asking not necessarily for relief as to the amount of taxation, so much as relief in the variety of taxation. They admit the necessities of the state, but they challenge the policy of the state in plaguing them with a series of inflictions which are comparable in number and bitterness to the plagues sent upon Egypt.

Tobacco and gasoline are illustrations of this tendency. Tobacco has been taxed by the federal government for more than one hundred years, and has become, from simplicity and ease in collection, one of the most important taxes in the federal scheme. Recently, the states have been attracted to the same field, and there are now fourteen states which have imposed taxes in addition to the Federal tax upon tobacco products.

Obviously, two independent jurisdictions, taxing the same product on different bases and by different principles, may justify their actions as constitutional. But they cannot obtain any support on an appeal to common sense.

Excessive Taxes Cut Yield

It is noteworthy that with both tobacco and gasoline *overtaxation has resulted in diminished consumption.* The gasoline consumption in the United States for the first six months of 1932 as compared with the first six months of 1931 indicated that in the states where the tax rate was two cents, there was a 6.7 per cent. increase. Where the rate was three cents, there was a decrease of 1.3 per cent., and the decrease continued with a higher rate of tax until, in the states that had a seven-cent tax, the decrease was 13.3 per cent.

With reference to cigarettes, the situation is even more striking. Fourteen states, the latest of which is Louisiana, are levying cigarette taxes at a rate of from two to five cents per package on top of a federal tax of six cents per package, making, in a state imposing the tax of five cents, Arkansas, a total tax of eleven cents, as compared with the manufacturer's net price of 4.58 cents.

What has been the effect? State sales taxes on small commodities work a discrimination against the retailers of the state because it is so easy to have small commodities shipped in interstate commerce from surrounding states. It is interesting to note that in the United States the annual per capita consumption of cigarettes in 1930 amounted to 975, whereas five states, which in that year levied a tax solely on cigarettes, collected taxes on 431 cigarettes per capita.

Effects on Federal Revenues

The Federal Government has now had its revenues seriously affected by this situation, and Representative Robert L. Doughton of North Carolina has introduced in the House of Representatives Joint Resolution No. 546, which recites that several of the states have levied taxes on cigarettes which have impaired the sales of cigarettes and have contributed to a reduction in the revenue of the Federal Government.

In other words, the law of diminishing returns has commenced to operate, and now the Federal Government, which has contributed by its gasoline tax to a decline in the revenue of the states, finds itself in a similar position with reference to cigarettes.

Representative Doughton has proposed in his resolution that one cent of the six cents collected by the Federal Government be returned to the states according to their population, as shown by the last preceding decennial census, provided the states will not impose any excise, occupational tax or fee on the manufacture or sale of cigarettes during such period.

If this resolution were adopted on the basis of the fiscal year ending June 30, 1932, there would be $66,129,770 returned to the states, and in practically every state imposing a tax on cigarettes there would be a larger distribution than under the separate state tax, without any of the expense of collection.

Moreover, the Federal tax requires supervision of the manufacturers, who are few in number, while the state tax requires supervision of the retailers, of whom there are nearly a million. The difference in cost of collection becomes evident.

As the Supreme Court has frequently stated, taxation is a practical matter. Its object is to raise revenue for Government, and incidentally to raise that revenue by such methods as will not dislocate the machinery of business or the industrial development of the country.

Coordination or Chaos?

Any commodity which is freely transferred in interstate commerce can be taxed more readily by the Federal Government at the place of manufacture than by the state government at the place of distribution. To my mind the question is not so much what are the constitutional or legal rights of the parties as it is a practical question as to how best may the result be obtained.

(Continued on Page 17)

News from Congress

(Continued from Page 10)

Legislation to amend the antitrust laws to permit industry to enter into agreements to limit production and plan cooperative action through self-regulation was urged before the House Judiciary Committee February 8 by representatives of industry and labor.

Declaring that recovery from the depression is retarded by the uncertainty of antitrust law administration, witnesses said that such legislation would "introduce a badly needed note of hope for the correction of unemployment, increase of purchasing power and improvement of commodity prices."

Specifically it was urged that Congress immediately enact interim emergency legislation to make clear the right of the self-regulation of industries by voluntary cooperative action and that it investigate the operation of antitrust laws, including those of the proposed interim legislation.

"The present economic depression has created a situation generally throughout industry in which capacity to produce is far in excess of consumption," it was declared by James A. Emery of the National Association of Manufacturers in presenting the witnesses to the committee. "This results in a progressive forcing down of prices, with not merely a wiping out of any return for capital, but a reduction of wages toward the starvation limit. It thus destroys the purchasing power and dries up the sources of national revenue."

FINGERPRINTS TRAP YOUTH

Fingerprints taken on an automobile from which, according to police, several hundred dollars' worth of tobacco was stolen last summer, led to the holding in $5000 bail for court of a youth, seventeen, of Wharton Street near Thirty-eighth.

The youth was arrested last week as a suspicious character at Twenty-first and Reed Streets. He denied connection with the robbery of the tobacco, from a car parked in front of 1419 Point Breeze Avenue, but confessed, police said, when confronted with the fingerprints.

WHY STATES SHOULD NOT DUPLICATE

(Continued from page 16)

The proper method to be pursued must be determined with reference to the nature of each tax. Sales taxes, in general, should be imposed and collected by the federal government, either with an allocation of a portion of the revenue to the states divided upon the basis of sales, if such basis can readily be determined, or, if not, upon the basis of population.

Here, then, is a broad question filled with importance for the American people. We must dissociate from it any atempt to work out a scheme of political aggrandizement for any particular collecting bureau. The country is tired of the increase in officeholders, and wants a decrease. The people are insisting that, where that decrease can be secured through having one of the branches of the government assume a duty for the others which, in the nature of things, it is better fitted to render, it shall be done.

The issue is between coordination and chaos, and in that issue the duty of the legislator is plain.

Classified Column

The rate for this column is three cents (3c.) a word, with a minimum charge of seventy-five cents (75c.) payable strictly in advance.

FOR SALE

FOR SALE—MODEL L UNIVERSAL BUNCHING MACHINE; No. 18 Strickler Tobacco Scrap and Stem Cleaning Machine; Presses; Molds. J. D. Foy, Dothan, Ala.

FOR RENT

OFFICE AND FLOORS FOR CIGAR MANUFACTURING OR STORAGE—No parking restrictions; good location; low rent; freight elevator and loading platform. Will divide. Metals Coating Company of America, 495 North Third Street, Philadelphia.

HAVANA CIGARS

OLD MANUFACTURING FIRM OF HAVANA QUALITY CIGARS will serve orders in any quantity to discounting dealers, at profitable prices. Satisfaction guaranteed. Address for particulars "Fair Dealing", Box 1168, Tampa, Fla.

OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
BETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS
FRIES & BRO., 92 Reade Street, New York

IMPERIAL TOBACCO COMPANY DIVIDENDS

The Imperial Tobacco Company of Great Britain and Ireland, Ltd., has declared extra dividends of one shilling on the ordinary registered shares, free of tax, and on American depositary receipts for ordinary registered shares, free of tax but less expenses of depositary, both payable in 1933.

PUT THIS IN YOUR PIPE

Montreal, Quebec, January 26: The per capita consumption of tobacco in Canada in 1932 was 3.72 pounds, according to the agricultural department of the Canadian National Railways.

Wholly smoke.

BAYUK CIGARS EARNINGS

Bayuk Cigars, Incorporated, reports for the year ended December 31, 1932, net loss of $1,262,556 after all charges, including depreciation, amortization, interest, etc. This compares with net income of $255,751 for 1931, after taxes, depreciation, interest, etc., but before inventory adjustment of $1,107,012 charged against surplus account.

Gross earnings for 1932 amounted to $1,242,411, against $2,059,102 for the year ended December 31, 1931. The company's balance sheet shows total assets as of December 31, 1932 of $8,782,214, against $11,373,914 at the close of the previous year.

Tobacco Merchants' Association Registration Bureau,

341 Madison Ave. NEW YORK CITY

Schedule of Rates for Trade-Mark Services Effective April 1, 1916.

Registration,	(see Note A),	$5.00
Search,	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS

SUNI-OURS:—46,156. For plug, twist, smoking, scrap, fine cut, snuff and cigarettes. December 27, 1932. Scotten Dillon Company, Detroit, Mich.

SUNNY HOURS:—46,157. For plug, twist, smoking, scrap, fine cut, snuff and cigarettes. December 27, 1932. Scotten Dillon Company, Detroit, Mich.

LA PLANTINA:—46,158. For all tobacco products, west of the Mississippi River. January 25, 1933. Henry W. Peabody & Co., San Francisco, Calif.

LA MEROLA:—46,159. For all tobacco products, west of the Mississippi River. January 25, 1933. Henry W. Peabody & Co., San Francisco, Calif.

TRANSFERS

TRIUMPHIS:—17,402 (Trade-Mark Record). For cigars. Registered January 20, 1897, by L. Levy & Son, New York, N. Y. Through mesne transfers acquired by F. H. Beltz, Schwenksville, Pa., and re-transferred to Manville Cigar Company, Inc., Manville, N. J., January 24, 1933.

LORD MONTAN:—23,124 (Tobacco Leaf). For cigars, cigarettes, tobacco, cheroots and cigarros. Registered April 9, 1902. And **No. 26,604** (Trade-Mark Record). For cigars, cigarettes and tobaccos. Registered April 10, 1902, by Louis S. Cohn, Butte, Mont. Transferred to I. Lewis Cigar Manufacturing Co., Newark, N. J., January 19, 1933.

FERDINAND MAGELLAN:—133,255 (U. S. Patent Office). For cigars. Registered July 20, 1920, by The Harkert Cigar Co., Davenport, Iowa. Transferred to Prunella Cigar Co., Chicago, Ill., and re-transferred to Henry W. Peabody & Co., San Francisco, Calif., January 23, 1931.

RODENA:—69,096 (U. S. Patent Office). For cigars. Registered May 19, 1908, by Albert Rosendahl, New York, N. Y. Transferred to Lincoln & Ulmer, Inc., New York, N. Y., and re-transferred to I. Lewis Cigar Manufacturing Co., Newark, N. J., January 30, 1933.

PASTORA:—77,572 (U. S. Patent Office). For cigars. Registered April 19, 1910, by San Telmo Cigar Manufacturing Co., Detroit, Mich. Through mesne transfers acquired by The Standard Commercial Company, Cincinnati, Ohio, and re-transferred to Masterpiece Cigar Company, Grand Rapids, Mich., January 17, 1933.

LORD MONTAN:—23,124 (Tobacco Leaf). For cigars, cigarettes, tobacco, cheroots and cigarros. Registered April 9, 1902. And **No. 26,604** (Trade-Mark Record). For cigars, cigarettes and tobacco. Registered April 10, 1902, by Louis S. Cohn, Butte, Mont. Transferred to I. Lewis Cigar Manufacturing Co., Newark, N. J., and re-transferred to National Cigar Stands Company, New York, N. Y., January 27, 1933.

CHAMPLAIN:—12,894 (U. S. Tobacco Journal). For cigars. Registered November 22, 1890, by Powell, Smith & Co., New York, N. Y. Through mesne transfers acquired by F. E. Fonseca, Jr., New York, N. Y., and transferred by Irving Trust Co., receiver of F. E. Fonseca, to Morris Baum, Mount Vernon, N. Y., September 15, 1932.

BRITISH TOBACCO GROWING GAINS

Empire preference, currency depreciation and strenuous advertising have combined to bring about a vast increase in consumption of Empire grown tobacco in Britain. In the first ten months of 1932 the Empire supplied 42,000,000 pounds, compared with 83,000,000 pounds from the United States. That is to say, the proportion roughly is one to two, while in the corresponding period of 1930 it was less than one to three. The main source of the Empire supply is Rhodesia, which anchored its currency to sterling immediately Britain went off the gold standard.

HAYS CHARGES UNITED ASSETS HIDDEN

JUST before the United Cigar Stores Company of America was placed in bankruptcy the parent company transferred an unspecified amount of money to a newly organized subsidiary, the Whalen Drug Company of Delaware, which is still operating, according to evidence given before Referee Irwin Kurtz, 15 Park Row, New York, on February 6. The witness was James P. McNamara, controller for United Cigar Stores Company, who was under examination by Mortimer Hays, counsel for a landlord-creditor. Mr. Hays is attempting to prove a charge that the bankrupt company concealed assets by the transfer of funds to subsidiaries.

Counsel did not go further into detail as to the conditions surrounding the transactions with Whalen Drug, but asked the witness to consult his books and ascertain the exact amount of the transfer by February 7.

Mr. McNamara denied implications by counsel that in the filing of bankruptcy schedules in Massachusetts and Delaware the parent company had made false statements. The witness said that mistakes made in the original schedules had, in each case, been corrected, and that the original papers were not "deliberately fraudulent."

Mr. McNamara was unable to throw any light on why assets valued at $25,000,000 in the receiver's report were listed in the bankruptcy schedules as mostly of "unknown value." Whatever was the reason, he said, it was not to conceal the real value of the assets. He suggested that perhaps the receiver had used the book value of assets and not their actual value. The latter, in his opinion, was "undeterminable," and he had so decided in making up the bankruptcy papers.

"Did any one tell you either directly or indirectly that the full value was not to be shown?" Mr. Hays asked.

"No," replied the witness.

Godfrey Goldmark, counsel for the bankrupt, charged that Mr. Hays had an "ulterior motive" in prolonging the inquiry, stating it as his opinion that the purpose of the "single-handed investigation" is to develop material to be used in civil suits, thus working a hardship on creditors owing to the extra expense.

RETAIL STORE PROBLEMS

(*Continued from page 14*)

in front of their store, or at least within a few steps from it, so that rural patronage, particularly, would have no difficulty in loading and unloading their merchandise both bought and sold. While the matter of what constitutes parking facilities varies with the size of a city, the need, regardless of the interpretation, exists in all those cities where a lack of such facilities was reported.

Narrow Streets

Congestion resulting from narrow streets was reported by 1.8 per cent. of the stores in Group I, 5.7 per cent of the stores in Group II, 5.4 per cent. of the stores in Group III, and 4.1 per cent. of the stores in Group IV. Subcenter shopping districts in Group I reported this as a 3.6 per cent. cause, while subcenter shipping districts in Group II made no mention of it. It is interesting to note that this factor was reported as less of a cause in the largest cities. It does its greatest harm in cities in the second group, and is almost as great a factor in the two lower groups.

(To be continued)

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MARCH 1, 1933

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VOLUME 53 No. 5

THE TOBACCO WORLD

BETTER CONTAINERS FOR BETTER CIGARS

Today the cigar manufacturers of the country are offering their customers a better product, for the money expended, than has been possible for many years.

The appeal of these exceptional values can be greatly increased by good packaging, for good packaging is essential to all successful merchandising.

The new improved AUTOKRAFT cigar box is available to all cigar manufacturers. It will not only enhance the worth of a brand in the eyes of the consumer, but at the same time it presents opportunities for economies to the cigar manufacturer.

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AUTOKRAFT BOX CORPORATION
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A Nation Wide Service

York, Pa.
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PUBLISHED ON THE 1ST AND 15TH OF EACH MONTH AT 236 CHESTNUT ST., PHILA., PA.

After all nothing satisfies like a good cigar

WOODEN BOXES

Are the Only Natural Humidor for Cigars.

Pack your cigars in wooden boxes and preserve their delicate aroma, mellowness and flavor right up to the time they are passed over the counter to the customer.

Discriminating cigar smokers prefer to select their favorite brand from a wooden box—and it's good business to cater to the dealer and consumer by packing your cigars in wooden boxes.

WHEN BUYING CIGARS
Remember that Regardless of Price
THE BEST CIGARS
ARE PACKED IN
WOODEN BOXES

Volume 53

THE TOBACCO WORLD

Number 5

Established 1881
TOBACCO WORLD CORPORATION
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Gerald B. Hankins, Secretary
Published on the 1st and 15th of each month at 236 Chestnut Street, Philadelphia, Pa.
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$2.00 a Year | PHILADELPHIA, MARCH 1, 1933 | Foreign $3.50

FORMAL OPENING OF CORONA PLANT AT TRENTON

HEADED by Governor A. Harry Moore, of New Jersey, and former Governor Alfred E. Smith, of New York, three hundred tobacco connoisseurs, prominent in industry, finance and public life, Saturday (February 25th), inaugurated the new plant at Trenton, New Jersey, where "La Corona" and other fine Havana cigars will be rolled. The event was an epoch-making one in the history of fine Havana cigar production for the United States and world markets.

Governor Moore, on behalf of New Jersey, accepted from Ferris Le Roy Francisco, member of the firm of architects who built the plant, the key to the building, and then presented the key to the owners with a brief address.

A luncheon followed the ceremony, after which the guests were taken on an inspection tour of the plant and shown the scientific features that will help make possible the production of "La Corona" and other leading cigar brands at prices greatly lower than when they were produced in Havana.

The new plant will furnish regular employment to 2000 persons.

To devotees of the finest Havana cigars, the establishment of the new rolling plant at Trenton has a special significance. It makes possible economies that are passed on to the smoker in the form of greatly reduced prices for "La Corona" and other well-known cigars identical in quality and flavor to those hitherto rolled in Cuba.

Transference of the rolling operation from Havana to the United States involves no change in the long process of preparing the tobaccos used exclusively in Havana cigars. These tobaccos, raised only in one small district in Pinar del Rio province, Cuba, will be grown, aged, cured, prepared and blended in Cuba with the same expert and painstaking care that has been lavished on them during the eighty-nine years of "La Corona's" existence.

By means of scientific air-conditioning apparatus, the atmosphere in the new plant is made to simulate the natural atmosphere of Cuba at its best. Because the atmospheric conditions are under constant control, it is possible to produce cigars of perfect uniformity in the Trenton rolling plant at all times, thus avoiding delays due to the vagaries of nature.

BROWN & WILLIAMSON INTRODUCES "DIAL"

"Dial" smoking tobacco, a new brand of the Brown & Williamson Tobacco Corporation, is being introduced throughout the southern states, and is meeting with a gratifying reception. The new brand retails at ten cents for a one and three-quarters ounce package.

LORILLARD EARNS $2.02 A SHARE

THE P. LORILLARD COMPANY reports for 1932 net income of $3,817,894, or $2.02 a share on the common, as compared with $4,054,841, or $2.12 a share for the previous year. Net income applicable for the common in 1932 is after setting up full reserves, which, it is understood, are ample to take care of price adjustments upon stocks of the company's productions in the hands of wholesale dealers at the close of the year.

The statement shows current assets of $57,908,510, against current liabilities of $2,888,179; and among current assets are $14,907,746 of cash and $2,040,737 of United States Government bonds. Current assets in 1931 totaled $64,113,126 and current liabilities were $1,745,841.

During the year 1932 the company purchased 13,500 shares of its preferred stock at a cost of $1,259,-115. Accompanying the report was a notice to stockholders of the forthcoming annual meeting, which states as one of its purposes the retirement of these preferred shares which would reduce the outstanding preferred shares to less than 100,000 and decrease by $94,500 the annual amount previously paid as dividend on preferred stock.

The company during 1932 also purchased and cancelled $1,067,700 face value of its 7 per cent. bonds, and $2,337,000 face value of its 5 per cent. bonds, thereby reducing its funded indebtedness to an aggregate of $16,428,450, and its fixed funds charges by the amount of $191,589 a year.

GENERAL CIGAR ELECTS DIRECTORS

At a meeting last week, Sidney Weinberg was elected a director of the General Cigar Company, Incorporated, to succeed Arthur Sachs. Other directors were re-elected.

Mr. Weinberg is associated with Goldman, Sachs & Company, and is also a director in the following companies: Sears, Roebuck & Company, General Foods Corporation, National Dairy Company, Continental Can Company, B. F. Goodrich Company, the Lambert Company, and others.

TOBACCO PRODUCTS EARNINGS

Tobacco Products Corporation shows income account for eleven months to December 31, 1932, of the following items: Lease rental, $2,291,666; interest on bank balances and cash balances held by debenture trustee, $3225; total income, $2,294,891; interest paid and accrued on 6½ per cent. debentures, $2,120,192; amortization of lease, $5073; expenses, $7782; provision for Federal taxes, $21,000; net income, $140,844.

PHILADELPHIA.

Trade Notes

The new sizes of the "Wagner" brand, of John Wagner & Sons, are meeting with an excellent reception among consumers.

Otto Schneider, representing the Corral Wodiska y Ca. factory, Tampa, manufacturers of the "Bering" cigar, was a visitor at Yahn & McDonnell's last week.

J. P. Given, Buffalo, territorial manager for Bayuk Cigars, Buffalo, N. Y., was a visitor at Bayuk headquarters over the week-end.

A. H. Mass, formerly associated with I. J. Abramson, tobacco jobber of South Fifth Street, has severed his connection with that firm and become associated with the purchasing department of the Sun Ray Drug Company, which operates a group of cut-rate drug stores here and in nearby cities.

"As You Like it" cigars, a private brand of Yahn & McDonnell, is being featured in their window displays in several of their retail stores with good results. This brand is well established in this territory and has recently been introduced to Metropolitan New York and Newark consumers, where it has immediately won a host of friends.

Ben Lumley has recently returned from a visit to the factories which he represents in Florida, and reports these factories experiencing a good volume of business. Ben will journey to Washington and Baltimore this week in the interest of his brands, "Dulce" and "Verdi," of the Sommerfeld factory, and the "Garcia y Vega" brand.

Bayuk Cigars, Incorporated, have reopened their factories at Third and Spruce Streets, and at Eleventh Street, which increases the number of additional workers employed since the first of the year by this progressive firm to more than one thousand. The reopening of these two factories is necessitated by the highly gratifying volume of orders for the "Bayuk Phillies" which has been pouring into headquarters since the reduction in the retail price at the first of the year.

E. A. Kline, of the "Medalist" factory, was in town last week visiting the distributors of his brand, Yahn & McDonnell, of 617 Chestnut Street.

The new size of the "Medal of Honor" cigar, distributed by John Wagner & Sons, is rapidly forging ahead among consumers and gaining new friends daily.

The Haas-Baruch Company, of Los Angeles, Cal., distributor for Bayuk Cigars, Incorporated, is keeping up a fine stride on "Phillies" in their territory. Bayuk's territorial manager in that section is John J. Snyder.

John Knight, formerly associated with Yahn & McDonnell, and well known in the West Philadelphia district, has joined the sales forces of George Ziffer-blatt & Company, manufacturer of the "Habanello" cigar, and will represent that firm in his old territory, succeeding F. J. Clifford.

B. C. Jessa, representing the Heine Tobacco Company, Massilon, Ohio, is in town doing promotional work among the retailers and consumers on "Heine's Blend," a high-grade smoking tobacco. Yahn & McDonnell have recently been appointed sole distributor for this brand in this territory and are gaining many friends for this brand.

The "Mint Perfecto," a Yahn & McDonnell brand, which was recently reduced to retail at five cents each, is enjoying a splendid sale. John Flanigan, of the M. J. Dalton store, in the Yahn & McDonnell Building, 617 Chestnut Street, is displaying the "Mint Perfecto" in the window of his stand with good results. The display is enhanced by a few replicas of real gold pieces, which is attracting considerable attention and favorable comment.

"Monticello" smoking tobacco, the recently marketed brand of John Wagner & Sons, continues to forge ahead far beyond expectations. This high-grade smoking tobacco, a product of one of the finest tobacco manufacturing houses in the country, is particularly well spoken of because of its good flavor, mildness and fine aroma. The "Monticello" cigarette is enjoying an excellent volume of sales, as well as the "Monticello" brand of cigars.

ILLUSION:
The stage is all set for target practice. The magician lifts his bow and aims an arrow at the bull's-eye. His lovely assistant then steps in front of the target and he shoots the arrow —apparently *through* her—and it fixes itself in the very *center* of the bull's-eye! And she smiles through it all while the audience gasps!

EXPLANATION:
The arrow which the marksman "shoots through" his assistant simply folds up into the crossbow! The arrow which is actually embedded in the target is shot by the girl herself from a belt concealed under her dress. She releases a little spring and the arrow shoots straight into the bull's-eye! It is all done in a flash! So quickly the eye cannot detect the girl's movements! To heighten the impression that the arrow has gone right through, the girl releases a ribbon from the front of her dress—the continuation, apparently, of the ribbon attached to the arrow in the target.

It's fun to be fooled— ...it's more fun to KNOW

Like to see through tricks? Then let's look at another...the *illusion* in cigarette advertising called "Cigarettes and Your Throat."

The audience is told that by certain magic processes tobacco can be made as soothing as cough medicine.

EXPLANATION: The easiest cigarette on your throat is the cigarette that is made from the choicest ripe tobaccos. Cheap, raw tobaccos are, as you would naturally expect, *harsh* in their effects upon the throat. If you have to consider your throat, the quality of the tobacco in your cigarette is important.

It is a fact, well known by leaf tobacco experts, that Camels are made from finer, MORE EXPENSIVE tobaccos than any other popular brand.

Camels are as non-irritating as a cigarette can be because Camels use choice, ripe, costlier tobaccos.

And because of the matchless blending of these costlier tobaccos Camels have a rich bouquet and aroma...a mild, cool, delicious *flavor*.

Keep the air-tight, *welded* Humidor Pack on your Camels...to assure yourself and your companions a fresh, cool smoke.

Copyright, 1933, R. J. Reynolds Tobacco Company

CAMELS

NO TRICKS ..JUST COSTLIER TOBACCOS IN A MATCHLESS BLEND

Trade Notes

George Stocking, of the Arango y Arango factory, was in town last week visiting John Wagner & Sons, local distributors of the "Don Sebastian" brand, which enjoys a good sale in the hotel and club stands here.

Harry S. Rothschild, president of Bayuk Cigars, Incorporated, was a recent visitor in Detroit, where he visited his mother, who was celebrating her ninetieth birthday anniversary.

The Arthur F. Schultz Company, Erie, Pa., continues their good showing on Bayuk cigars in their territory and were recently aided by E. T. Clifford, Bayuk salesman, in expanding the sale of Bayuk cigars.

The Hoffman Cigar Company, Norfolk, Va., has just closed a successful drive on Bayuk cigars, and have been assisted by G. L. Branzell, Bayuk territorial manager.

F. Nagel, San Francisco territorial manager for Bayuk Cigars, Incorporated, has been busily engaged in supervising promotional work on "Bayuk Phillies" in his territory, and just closed a successful campaign with the Oakland Tobacco Company, of Oakland, Cal.

An involuntary petition in bankruptcy was filed last week against Alfred L. Banham, trading as Samuel T. Banham & Brother, wholesale and tetail tobacco, 4367 Main Street, Manayunk. Creditors are Brandle & Smith Company, $178; R. E. Rodda Candy Company, $96; Klein Chocolate Company, $235. Herman N. Silver, counsel.

On Saturday or Sunday, February 18th or 19th, thieves broke into the warehouse of John Wagner & Sons, 233 Dock Street, and escaped with 500,000 cigarettes of the popular brands. The theft was not discovered until Monday morning and no trace of the thieves has been found. Retailers and jobbers throughout the city were immediately notified to be on the watch for "bargains" in the popular-priced brands of cigarettes. Entrance was gained through a building in the rear of the Wagner headquarters and thence through the roof of the Wagner building. The thieves were apparently experienced, as no attempt was made to force any doors or windows and spring the alarm. The combination was broken off the safe on the first floor, but it had not been opened. The loss is fully covered by insurance.

CONSOLIDATED CIGAR EARNINGS

The Consolidated Cigar Corporation in its pamphlet report for the year ended December 31, 1932, reports profit of $935,858 after taxes, depreciation, etc., but before considering reduction of leaf tobacco inventories as at July 2, 1932, to value determined by the management, which resulted in a charge of $1,242,650 made directly against surplus account. This compares with net income of $2,122,173, equivalent, after allowing for dividend requirements on subsidiary preferred dividends, to $5.04 a share on 250,000 shares of common stock.

BROWN & WILLIAMSON ADVERTISING DOUBLED

THE Brown & Williamson Tobacco Company has considerably increased its advertising this year, with "Sir Walter Raleigh" smoking tobacco receiving the most attention, from news issuing from the office of the advertising director, William R. Hendricks.

Copy for this brand continues to appear exclusively in one column space but appropriation has approximately doubled that of last year with more frequent insertions and a larger list of publications. Most of the advertisements appear in general magazines, farm publications and service magazines.

"Golden Grain" granulated tobacco for pipes and cigarettes also receives more advertising. For this product a page each month appears in the American Weekly and four or five twenty-four sheets are shown in selected states.

"Raleigh" cigarettes appear in general magazines including one or more women's publications. Single columns have been selected for this product, with volume of advertising based on the cigarette's sales trend, while "Target" cigarette tobacco, for use with hand-rolling devices, are featured in general magazines and monthly insertions in American Weekly.

NEW CIGARETTE FIVE FOR FIVE CENTS

A new cigarette is being introduced to the market in the east under the brand name of "Duval Fives," and retailing at five for five cents. The new cigarettes are three and one-quarter inches in length instead of two and one-quarter, as is the case with the popular brands, and are made of pure unflavored domestic and Turkish tobaccos.

The new brand is manufactured by the Duval Tobacco Company, of New York City. M. Eisbrouch is president of the company and E. J. Gass is vice-president in charge of sales. Mr. Gass was formerly connected with the Tobacco Products Corporation and the Union Tobacco Company. L. Rappaport is treasurer and Frank Higgins, formerly with the Union Tobacco Company, and the Philip Morris Company, is in charge of sales in the metropolitan district.

"TWENTY GRAND" IN NEW YORK

Following the introduction of "Twenty Grand," the ten-cent cigarette brand of the Axton-Fisher Tobacco Company, in Pennsylvania in January, New York City retailers are now stocking this well-known brand and a good volume of sales is being recorded. For some time after the introduction of this brand in the middle western states, the Axton-Fisher Company experienced such an unexpected demand that they were unable to expand the distribution, but production facilities have been stepped up to such a point that other territories are now being opened.

Production of "Twenty Grand" grew in 1931 from nothing to two and one-half billion.

UNITED CUTS CIGARETTE PRICE

On February 16th the United Cigar Stores Company of America and the Schulte Retail Stores announced a price of 11 cents a package for the former "Big Four" fifteen-cent brands, or two packages for 21 cents, $1.05 a carton. Immediately following the recent cut in the wholesale price of these brands, the United announced their price at 12 cents a package, two packages for 23 cents, $1.10 a carton.

NEWS FROM CONGRESS AND FEDERAL DEPARTMENTS

FROM OUR WASHINGTON BUREAU 622 ALBEE BUILDING

REPORT of the United States Tariff Commission on its investigation of the cigar industry is shortly to be published, it has been announced, and will be of particular interest at the present time because of the legislation under which the islands are to be given their independence and the transfer from Cuba to the United States, within the past year, of the Habana cigar production of a large American company.

The report will trace the tariff treatment of cigars from 1804 to 1930, and present statistics of production, imports and receipts from Puerto Rico and the Philippines.

"The available statistics of production, consumption, imports, prices and costs indicate that the domestic cigar industry as a whole occupies a strong competitive position," it was stated by the commission. "With an annual production of between 5,000,000,000 and 6,500,000,000 cigars in recent years, the United States cigar industry is among the largest and most favorably situated in the world. Exports of cigars from this country are small, the domestic markets furnishing the outlet not only for practically all the production of continental United States but for considerable quantities from Puerto Rico, the Philippines and Cuba. Most of the leaf tobacco—the raw material of the industry—is produced in this country, where the crop is grown in greater variety and in greater abundance than in any other. A wide selection of domestic filler, binder and wrapper leaf is available for blending and making up the many different types of cigars. The only kinds of cigar leaf imported in considerable quantity are Sumatra and Java wrapper from the Netherlands and Habana filler from Cuba.

"The United States has led in the mechanization of the industry, which has proceeded at a rapid rate in recent years, has been accompanied by the development of larger producing units, and is transforming cigar manufacture from a handicraft to a machine industry adapted to the well-known American conditions favoring mass production.

"It is true that during the last decade there has been both an absolute and relative decrease in the volume of production of cigars, but this has been due to a falling off in demand rather than to any increase in competition of imports. In fact, during the last few years imports have also decreased. Statistics of consumption indicate a steady reduction in the use of imported cigars from 29,000,000 in the fiscal year 1927-28 to 9,000,000 in the fiscal year 1931-32. In the latter year, the imports constituted less than one-half of one per cent. of the total number of cigars consumed. However, imports have been of considerable importance in the consumption of higher priced cigars. In the fiscal year 1931-32, 8,000,000 out of the total consumption of 10,000,000 Class E cigars, i. e., cigars retailing at more than fifteen cents each, were imported from Cuba."

Data designed to disprove conclusively the Democratic charge that the "excessive" tariff rates of the Hawley-Smoot Act are responsible for the high tariffs adopted by the rest of the world is now being gathered by Republicans for use during the coming special session of Congress should attempt be made to enact low-tariff legislation.

Tariff debates of the past few sessions have been marked by the frequent charge that our tariff drove "free trade" England to the adoption of import duties and caused other countries to increase the height of their tariff walls.

As a matter of fact, it is disclosed by official records of the Government that prior to the enactment of the abnormal importations act of 1931, England was anything but a free-trade country, her revenue from customs collections during the fiscal year 1930-31 being approximately $590,000,000, which was 56 per cent. greater than our own duty collections of $378,000,000.

Furthermore, it is shown by the records, the average customs duty collected on imports entering the United States during the eight-year period 1924 to 1931 was considerably less than that of the majority of the leading European countries.

American tariffs are lower today than those of many countries, it is asserted, with the result that products from depreciated-currency countries which are barred from many European markets by high tariffs find easy access into the United States.

Probable failure of the effort to secure bankruptcy relief legislation this session is seen in the action of the Senate Judiciary Committee in submitting as a substitute for the bill passed by the House of Representatives a draft in which no attempt is made to provide for the reorganization of corporations finding themselves in financial difficulties—one of the major purposes of the legislation—and confining relief to individuals and farmers.

The sections pertaining to corporate reorganizations, the committee complained in its report, "were so far-reaching and so controversial that there could be no hope of getting this bill through for the relief of the individual debtor and the farmer unless they were left out."

(Continued on page 13)

Announcing **DIAL**

A NEW BROWN & WILLIAMSON PROFIT-MAKER!

SPECIALLY BLENDED FOR PIPE *and* CIGARETTE

10¢ TIN

HERE'S a new B. & W. product that is playing sweet music in the till wherever dealers put it in stock.

DIAL is specially blended for pipe and cigarette. A package of cigarette papers is attached to every tin.

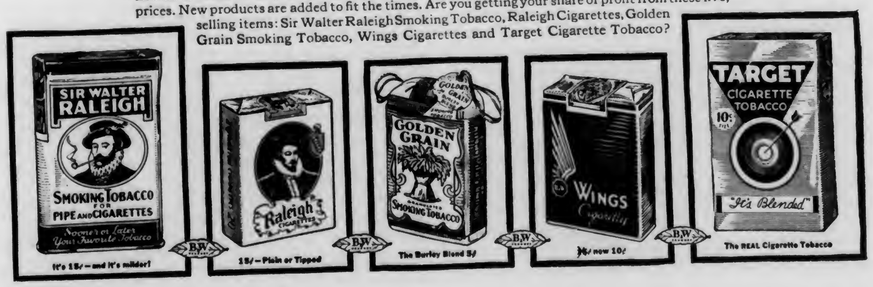
DIAL is full ounce and three-quarters of fine tobacco put up to SELL FOR 10¢.

DIAL starts off with a good name and a good-looking package and a whale of a reception from the trade and public. It's a real value for customers. A real profit-maker for you. GO TO IT!

If you haven't your stock yet, your jobber is ready to hurry it to you. Get in touch with him today.

BROWN & WILLIAMSON TOBACCO CORP., LOUISVILLE, KENTUCKY

Brown & Williamson products have been designed to bring you the most profit in all lines and prices. New products are added to fit the times. Are you getting your share of profit from these live, selling items: Sir Walter Raleigh Smoking Tobacco, Raleigh Cigarettes, Golden Grain Smoking Tobacco, Wings Cigarettes and Target Cigarette Tobacco?



DRUG, INC., NETS $13,467,092

APPROXIMATELY $23,662,580 of a capital surplus to be created by Drug, Incorporated, through a reduction of capital from $85,468,228 to $35,014,990 will be utilized in adjusting book value of properties of subsidiaries, chiefly the Louis K. Liggett Company, it was revealed in Drug's annual report issued last week. At the same time it was disclosed that the sale of the corporation's interest in Boots Pure Drug Company, Limited, of Great Britain, was not a complete divestment of the holdings but a partial one.

Drug, Incorporated, reports net profit for 1932 of $13,467,092, including returns from subsidiaries and after all expenses, depreciation and income taxes, equal to $3.84 a share on 3,501,499 shares of capital stock outstanding at the end of the year. This compares with net profit of $19,440,456, or $5.55 a share, for 1931. Earnings of the consolidated companies for 1932 include cash dividends of $921,909 from Boots Pure Drug, in which the company holds a 75 per cent. interest valued in the balance sheet at $23,799,737. Because Boots' fiscal year ends March 31 its earnings are not included in the consolidated account. It is estimated, however, that Boots' earnings for the year ended December 31 (with sterling exchange computed at $3.33) were $1,841,219.

Referring to the Boots deal, A. H. Diebold, president of Drug, says: "While an arrangement for a substantial part of these holdings had been made, the British Treasury officials concluded that such an arrangement conflicted with the present policy of the Treasury with respect to the offer of securities to the British public. Arrangements have been made for the disposal of a substantially lesser number of shares."

Income Account

The income account of Drug, Incorporated, compares as follows:

	1932	*1931*
Gross profit	$59,753,086	$66,351,626
Mdse. and oper. expenses	41,803,160	43,148,136
Other income	2,406,392	3,009,077
Depreciation	2,797,668	2,312,665
Int. on fund. debt	2,334,605	2,150,295
Income tax res.	1,756,951	2,309,150
Net profit	13,467,093	19,440,457

Dividends in the amount of $13,966,136 were paid out by Drug, Incorporated, during 1932. Earned surplus on December 31 stood at $24,924,232, compared with $24,974,782 on January 1, 1932.

Because of the proposal to reduce capital by changing the no-par shares to shares of $10 par, the report also includes a pro forma balance sheet giving effect to the proposed changes. The principal differences in this from the December 31st balance sheet, aside from the capital reduction, are a decrease in fixed assets from $37,379,488 to $21,876,704; a reduction in trade-marks, good will, patents, etc., from $45,232,443 to $42,253,959 and the creation of a capital surplus of $26,790,658 after adjustment of property accounts.

Current Asset Ratio 6.4 to 1

The consolidated balance sheet as of December 31st shows current assets of $57,484,894, including cash of $16,129,745 and marketable securities at quoted values of $10,973,749. Current liabilities were $8,964,548, a ratio of 6.4 to 1. At the end of 1931, current assets totaled $61,084,687, including cash of $16,085,311 and securities of $10,132,521. Current liabilities were $12,196,125.

(Continued on Page 17)

SEVEN MONTHS' WITHDRAWALS FOR CONSUMPTION

	First 7 Mos. Fiscal Yr. 1933	—Decrease +*Increase Quantity*
Cigars:		
Class A—		
United States	2,071,705,005	— 132,996,425
Puerto Rico	37,247,885	— 22.872,790
Philippine Islands.	103,367,515	+ 225,325
Total	2,212,320,405	— 155,643,890
Class B—		
United States	26,467,643	— 20.487,343
Puerto Rico	72,500	— 727,850
Philippine Islands.	494,853	— 389,963
Total	27,034,996	— 21,605,156
Class C—		
United States	440.900,340	— 303.258,450
Puerto Rico	865,050	— 1,962,094
Philippine Islands.	179,522	— 130,590
Total	441,944,912	— 305,351,134
Class D—		
United States	31,454,520	— 14,673,276
Puerto Rico	1,500	— 16 500
Philippine Islands.	1,876	— 2,660
Total	31,457,896	— 14,692,436
Class E—		
United States	4,056,781	— 4.770,559
Puerto Rico	.....	— 500
Philippine Islands.	26,763	+ 17,561
Total	4,083 544	— 4.753,498
Total All Classes:		
United States	2,574,584,289	— 476,186,053
Puerto Rico	38,186,935	— 25,579,734
Philippine Islands.	104,070,529	— 280,327
Grand Total.	2,716.841,753	— 502,046,114
Little Cigars:		
United States	149,188,694	— 30,999,239
Puerto Rico	2,800,000	— 200,000
Philippine Islands.	.....	.....
Total	151,988,694	— 31.199,239
Cigarettes:		
United States	60,310,578,076	—2,668,731,259
Puerto Rico	2,008,340	— 2,700,060
Philippine Islands.	1,162,770	— 57.260
Total	60,313,749,186	—2,671,488,579
Large Cigarettes:		
United States	1,862,336	— 1,012,346
Puerto Rico	330,000	— 242,500
Philippine Islands.	10 366	+ 10,166
Total	2,202,702	— 1,244,680
Snuff (lbs.):		
All United States.	20,293,265	— 2,197,821
Tobacco, manufactured (lbs.):		
United States	178,184,383	— 12,791,633
Philippine Islands.	167	— 549
Total	178,184.550	— 12,792,182

BAYUK BULLETIN

VOLUME I — MARCH 1, 1933 — NUMBER 4

PHULOFAX (*The Retailer's Friend*) SAYS

The limpest word in the human lingo is the word "try." To "try" is to "attempt" — to "do" is to "DO." The chances of getting an order are dependent upon the SURENESS of your belief that you CAN get it and the THOROUGHNESS of your determination that you *will* get it!

— o —

"Waiting on customers" has a double meaning. We prefer the word "serving." Don't you?

— o —

There's no censorship on this column and nobody is held responsible for it but old D. B. I. himself. But, the BAYUK BULLETIN is YOUR outlet for suggestions helpful to ALL who smoke cigars, sell cigars and boost cigars.

— o —

Mr. Jobber, when John Jones, a retailer, stops buying from you, do you make a PERSONAL investigation as to why?

— o —

"There are only two kinds of cigars —those that sell and those that don't." Bunk! Somebody sprung that in 1760 B. C. and is quoted again every so often. Two kinds of cigars, yes . . . those that don't sell and those that have a RIGHT to sell! Whether they sell or not—depends on the men who sell them.

— o —

Posters on your window keep your Customers posted on what you've got to sell.

— o —

What is MORALE? Morale is a mental mixture of Confidence and Courage and an antidote for Discouragement and Despair. It is a filler of justifiable Hopefulness instead of a feeling of unfounded Helplessness. Great thing, Morale. Stock up on it!!

— o —

Once again—"Cigars are the most economical form of pleasure." Why be extravagant?

— o —

QUERY to all who make all, or the biggest portion, of their living out of cigars: In what way did you BOOST Cigars yesterday? In what way and in how many ways, are you going to BOOST CIGARS today and tomorrow? Ask yourself these questions daily until it becomes a habit to BOOST CIGARS!

— o —

The long and short of it. Long discounts and short quality are bed mates. You can't separate them.

— o —

Thirty or forty brands may give your customers variety . . . and darn little else.

Phil M. Phulofax*
D. B. I.

* Associated with BAYUK CIGARS, INC., Philadelphia—*Makers of fine cigars since 1897*

The World's Oldest Sales Talk—But Still Good

Suggested by Harry Walters

"PHULOFAX FIVE" GOES TO WOMAN

Mrs. G. Ramer Submits Prize Winning Plan for Boosting Cigar Sales

The five dollar prize offered by the Bayuk Bulletin for sales ideas that really sell, goes this time to Mrs. G. Ramer, of St. Albans, L. I.

Her sales plan is based on one of the best and the oldest sales arguments in the world—the well-known, time-tested and sure fire "money-back guarantee". We don't know what bewhiskered merchant back in the days of the cave man first used this persuasive argument, but we do know it's still going strong. If you don't believe it—ask Mrs. Ramer.

"Confidence," says Mrs. Ramer, "has been the basis of our business from the start. We carry only those brands which we can back with our personal guarantee. With every sale we make goes this promise: 'If you are not absolutely satisfied, your money will be cheerfully refunded.'

"I may say that we seldom have any merchandise returned."

And *that's* a darn good sales plan, if you ask us.

Good will is any merchant's most valuable asset. And what is good will except the confidence of the customer? And what builds confidence more quickly and more securely than the knowledge that the merchant *knows* quality goods and *sells* quality goods, and is willing to back his judgment with his own bank roll?

The principal difference between a cigar merchant and a slot machine is this. The merchant is supposed to give the customer the benefit of his experienced judgment *and* (we repeat) back that judgment with his own money.

We can think of no better or more convincing advertising any dealer can do than to pass out a printed slip carrying an unconditional money-back guarantee with every cigar he sells. Of course to do this he would have to confine himself to known brands made by leading manufacturers. But after all, why not? These are the brands that bring him volume sales.

Editor's Note: What's *your* idea of the best way to sell cigars? Maybe the idea will be worth five bucks to you. Send it to Contest Editor, care of the Bayuk Bulletin, 9th St. and Columbia Ave., Philadelphia.

SILENT SALESMAN ASKS NO PAY

Here's a true story. And there's a moral in it as plain as the plainest that old Father Aesop ever tacked on the tail of one of his fables.

A Jobber Salesman entered a cigar store the other day with a bunch of dealer helps under his arm. "Let me put some of these up," he said.

"All right," replied the Dealer. "If it'll be any favor to you, go ahead. I don't care."

"Look here, old man," said the Salesman, "speaking of favors, I sort of figure I'm doing *you* one. I'm offering you the services of an extra salesman in your store. He draws no pay. He never goes out to lunch, he's never sick and never takes the day off. He never does anything but sell goods for *you*."

"You win," said the Dealer. "Put 'em up."

EVERY MAN TO HIS OWN TASTE

There's no accounting for tastes. The Chinese like eggs a hundred years old. The Turks admire fat women. The Britisher prefers his cigars to be dry.

But strange as it may seem, Americans insist on new laid eggs, slender girl friends and fresh cigars. And it's much easier to give the public what they want than to try to convert them.

When it's so easy to keep cigars in first class condition, it is a source of continual wonder why so many dealers are negligent in this respect.

If *you* went to a cigar counter and bought a cigar as dry as a withered autumn leaf — what would *you* think of the man behind that counter?

"AND CONTENTS NOTED"

Among the many interesting letters received the Editor acknowledges meaty epistles from the following contributors:

C. J. WAGNER, *Brooklyn, N. Y.*
L. W. LEECH, *St. Louis, Mo.*
EUGENE H. BOSART, *Springfield, Ohio*

BAYUK BRANDS BUILD BUSINESS

Bayuk Philadelphia Perfecto
Havana Ribbon
Mapacuba
Charles Thomson
Prince Hamlet

RETAIL STORE PROBLEMS

So many persons are unaware of the many aids to business which have been carefully prepared by the United States Government, and so many of those who are aware of these facilities fail to take advantage of them, that we are publishing the following studies as an aid to the retailer.—Editor.

(This Study prepared in the the United States Department of Commerce, Domestic Commerce Division, by a special staff under the supervision of Lawrence A. Hansen.)

VEHICULAR TRAFFIC CONGESTION AND RETAIL BUSINESS

(Continued from previous Issue)

Narrow Streets

The disadvantages of narrow streets in the Group I cities have in some instances been taken care of by widening them, establishing the one-way traffic regulation, or taking off the street cars. Such remedial measures seem likewise to accompany the growth of a city. Prominent traffic authorities suggest that it would be well if smaller cities could make similar adjustment not only as an aid to the present problem of congestion but as a means of facilitating their growth. It may be that merchants in some of the large cities are accustomed to their narrow streets and take them for granted, thus precluding their reporting this point as a cause factor. Again, it may be that traffic in these larger cities makes better use of narrow streets through better regulation of habit. If the latter is the case, then the cities of other groups have the same opportunity of attaining the relative usefulness of their narrow streets as do the cities in Group I.

A questionnaire survey of traffic conditions recently made in 233 cities showed that narrow streets checked the use of those streets, particularly in the older and smaller cities. It is commonly granted that business streets should be wider than the main thoroughfares of a city, but the survey in question showed that out of the 233 cities less than one-fourth of them have business streets wider than the main thoroughfares; in three-eighths of them the business streets are equal in width to the main thoroughfares; and in the remaining three-eighths the business streets are narrower. Narrow streets are, of course, closely related to parking facilities; for the wider the street, the better able it is to take care of parked cars. About one-third of the cities in this group of 233 have widened their streets, and in fully one-half the congestion has reached a point where the widening of the streets will now involve the expenditure of enormous sums of money. But this expenditure is in many instances not comparable with the present "congestion tax" which is being paid.

It is not known to what extent the one-way traffic regulation has helped to decrease the problem of narrow streets as a factor in producing congestion, but it is said to have contributed largely. It was estimated recently in one city, where congestion has likely been as great as anywhere, that the establishing of the one-way regulation had increased the capacity of those streets all the way from 25 to 50 per cent.

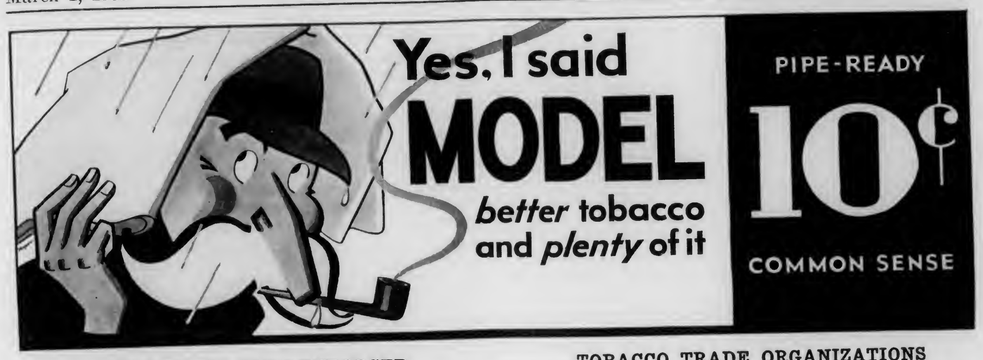
The Street Car

Causes of vehicular traffic congestion in which the street car is concerned were reported by all groups of cities. These constituted 3 per cent. of all causes reported by down-town retail areas in the Group I cities, 2.1 per cent. of all causes reported by downtown retail areas in the Group II cities, 1.7 per cent. of all causes reported by the Group III cities, and 0.4 per cent. of all causes reported by the Group IV cities. Subcenter shopping districts in Group I reported it as a 2.2 per cent. cause, while the subcenter shopping districts in Group II did not report it.

To what extent the street car is an actual factor in producing vehicular traffic congestion is, undoubtedly, a debatable question. Any one type of vehicle, or means of transportation, with its own definite traffic lane can hardly be held wholly responsible at any location for a condition in which other vehicles or means of transportation are likewise a part. Just what is meant by the street car as a factor causing congestion was reported in the following comments: "Street car line terminates 75 feet beyond our location so that the car turns right across the street, causing traffic congestion;" "the slow headway caused by street cars causes congestion;" and "the slowness with which the cars are loaded, thus tying up traffic." The first comment refers to back switching, which was reported as particularly noticeable and inconvenient to all forms of traffic at corners and is a result, perhaps, of car routing. The idea of "slow headway" was frequently expressed. Since street cars have their own definite lanes of travel and power to move rapidly, it is probable that the "slow headway" referred to is partly a result of other and slower means of transportation usurping the traffic lane of the street car. Traffic can move no faster on any one lane than the slowest moving vehicle, and that slowest moving vehicle may be any vehicle occupying the street-car lane.

Attention given to the loading of street cars indicates that this factor may be of coequal importance with the terminal or the "slow-headway" features in the problem of the street car as a factor in vehicular-traffic congestion. A street-car loading-time count recently taken in seven cities located in different parts of the country showed a wide variance of time in loading passengers. The city with the highest average showed 110 passengers loaded in 76 seconds, while the city with the lowest average showed that 2 seconds per passenger were required if more than 7 or 8 passengers were loaded at one time. The one-man car and two-step entrance perhaps made the highest contributions to the difference in these averages. However, these are conditions that will be improved upon. That they are worth serious consideration is realized when it is known that in one city at one corner alone during rush hours 450 street cars usually pass; and there are several other places where traffic may be as great or at least closely approached. Even though the unnecessary delay in loading is but a few seconds, perhaps only 10, that delay experienced by 450 cars would result in 1¼ hours lost time during one period of the day.

(Continued on Page 14)



ADVERTISING CODE ENDORSED

THE Association of National Advertisers and the American Association of Advertising Agencies have announced the endorsement of a code of unfair advertising practices. A review committee is planned to review cases presented. This committee is to consist of twenty members, five each from the two advertising associations, five magazine publishers to be chosen by these ten, and five additional members not connected with the advertising or publishing businesses.

The unfair practice code was drawn up and presented by a joint committee of advertising organizations, and is as follows:

1. False statements or misleading exaggerations.
2. Indirect misrepresentation of a product or service through distortion of details, either editorially or pictorially.
3. Statements or suggestions offensive to public decency.
4. Statements which tend to undermine an industry by attributing to its products, generally, faults and weaknesses true only of a few.
5. Price claims that are misleading.
6. Pseudo-scientific advertising, including claims insufficiently supported by accepted authority, or that distort the true meaning or application of a statement made by professional or scientific authority.
7. Testimonials which do not reflect the real choice of a competent witness.

"The committee found that, in the main, advertised products are honestly promoted and that it is only a minority of advertising which offends. It was also pointed out that, because of its persuasive appeal, advertising may have some imaginative and dramatic leeway and need not be limited to a bald recital of facts."

TOBACCO TRADE ORGANIZATIONS

TOBACCO MERCHANTS ASSOCIATION OF UNITED STATES

JESSE A. BLOCH, Wheeling, W. Va.	President
CHARLES J. EISENLOHR, Philadelphia, Pa.	Ex-President
JULIUS LICHTENSTEIN, New York, N. Y.	Vice-President
WILLIAM BEST, New York, N. Y.	Chairman Executive Committee
MAJ. GEORGE W. HILL, New York, N. Y.	Vice-President
GEORGE H. HUMMELL, New York, N. Y.	Vice-President
H. H. SHELTON, Washington, D. C.	Vice-President
WILLIAM T. REED, Richmond, Va.	Vice-President
HARVEY L. HIRST, Philadelphia, Pa.	Treasurer
ASA LEMLEIN, New York, N. Y.	Counsel and Managing Director
CHARLES DUSHKIND, New York, N. Y.	

Headquarters, 341 Madison Ave., New York City

ALLIED TOBACCO LEAGUE OF AMERICA

W. D. SPALDING, Cincinnati, Ohio	President
CHAS. B. WITTROCK, Cincinnati, Ohio	Vice-President
GEO. S. ENGEL, Covington, Ky.	Treasurer
WM. S. GOLDENBURG, Cincinnati, Ohio	Secretary

ASSOCIATED CIGAR MFRS. AND LEAF TOBACCO DEALERS

JOHN H. DUYS, New York City	President
MILTON RANCK, Lancaster, Pa.	First Vice-President
D. EMIL KLEIN, New York City	Second Vice-President
LEE SAMUELS, New York City	Secretary-Treasurer

NATIONAL BOARD OF TOBACCO SALESMEN'S ASSOCIATIONS

JACK A. MARTIN, Newark, N. J.	President
ALBERT FREEMAN, New York, N. Y.	First Vice-President
IRVEN M. MOSS, Trenton, N. J.	Second Vice-President
ABE BROWN, 180 Grumman Ave., Newark, N. J.	Secretary-Treasurer

NEW YORK CIGAR MANUFACTURERS' BOARD OF TRADE

ASA LEMLEIN	President
SAMUEL WASSERMAN	Vice-President

THE NATIONAL ASSOCIATION OF TOBACCO DISTRIBUTORS

C. A. JUST, St. Louis, Mo.	President
E. ASBURY DAVIS, Baltimore, Md.	Vice-President
F. W. HARRIS, Indianapolis, Ind.	Vice-President
JONATHAN VIPOND, Scranton, Pa.	Treasurer
GEO. B. SCRAMBLING, Cleveland, Ohio	Secretary
MAX JACOBOWITZ, 84 Montgomery St., Jersey City, N. J.	

News from Congress

(Continued from page 8)

Under the bill submitted by the committee, any individual debtor may file a petition in the bankruptcy court stating that he is insolvent or unable to meet his debts as they mature and that he desires to effect a composition or an extension of time to pay his debts. If an involuntary petition has been filed by his creditors, he may admit the allegations in his answer and state that he desires to effect a composition or extension.

With respect to farmers, it is provided that a bankruptcy court, upon petition of fifteen or more farmers within any county who certify that they intend to file petitions, may appoint for such county one or more referees to be known as conciliation commissioners, to work out the plans for compositions or extensions.

Other provisions of the bill deal with the technicalities of carrying into effect the plans for such compositions.

Inasmuch as corporation reorganization was one of the major aims of the House legislation, the purpose being to prevent the waste of values incident to the settlement of corporation bankruptcies by liquidation of assets, it is considered unlikely that the two branches of Congress will be able to agree upon satisfactory legislation in the short time remaining this session.

RETAIL STORE PROBLEMS

(*Continued from page 12*)

No Expression

The "no expression" block of percentages in chart 1 refers to those stores which reported interference but did not express themselves as to what they considered the causes of the congestion producing that interference.

Summary

Summarizing the reported causes of vehicular traffic congestion, this survey showed that merchants generally consider faulty traffic regulations in the form of unenforced, misfitted, and insufficient regulations, with the greatest emphasis placed on unenforced regulations, to be the dominant cause in all cities throughout the country, and a cause varying only in proportion to the size of the city. Lack of parking facilities was given as the next greatest cause producing congestion, a cause not only varying in proportion to the size of the city, but also with slightly different interpretations. Narrow streets ranked third as a cause, existing chiefly in all but our largest cities. Where cities have grown, various remedial measures, such as widening streets or establishing the one-way traffic regulation, have been made use of to overcome this cause as a producer of congestion. The street car as a cause was reported in numbers proportionate to the size of the city. In connection with street cars as a factor, the real cause is a multiplicity of causes, and no one vehicle or means of transportation can be cited as the sole factor. While all these elements which have been reported as producing congestion have their own relative weights in the respective cities, the fact remains that they are considered quite as real and proportionately as serious in the smaller communities as in our metropolitan centers.

Attention is called to the fact that there has been no attempt to analyze the cause factors referred to as actual causes of vehicular traffic congestion. What is given here is merely explanatory of the causes and accompanying comments as reported in this survey. These causes are believed to be of value, however, as part of the merchant viewpoint on traffic in his own business district.

Relation of Automobile to Congestion

It is the general opinion that the automobile is the one vehicle above all others that has necessitated traffic regulations, numerous parking facilities, and streets with greater vehicle capacity. The automobile is considered the greatest development of twenty years, both economically and socially; but traffic authorities believe that if its fullest development is to be realized, it is necessary not only to reduce its terrors but to provide better for its use.

Some idea of how much of a problem exists in providing for the better use of the automobile in downtown business areas was brought out in the present questionnaire survey. Merchants representing stores in the various groups of cities reported percentage estimates of the amount of their patronage using automobiles. More than 50 per cent. of the total store patronage was reported as coming in automobiles by 13 per cent. of an unselected group of 120 stores in the Group I cities; by 16 per cent. of an unselected group of 124 stores in the Group II cities; by 30 per cent. of an unselected group of 240 stores in the Group III cities; and by 49 per cent. of an unselected group of 480 stores in the Group IV cities.

These percentages may appear high. They are based on estimates which were reported in many cases to be opinions only; therefore, in justice to those merchants who reported them, they should be considered merely as indications of the actual amounts. However, opinions have their value, for frequently it is necessary that policy involving capital expenditure be based on opinions.

Since the amount of store patronage using automobiles was reported as larger in the smaller cities and communities, it is indicated that persons owning automobiles in the smaller communities use them for shopping purposes to a greater degree than those owning automobiles in the larger communities. Statistics have been compiled recently which show that the number of automobiles per capita is greater in the smaller cities and rural communities than in metropolitan centers. The preceding percentages help to confirm that statement.

It is interesting to note that as the proportion of faulty traffic regulations, lack of parking facilities, narrow streets, and conflicting street cars increase, the amount of automobile patronage decreases. As was to be expected, the large cities showed traffic interference in greater degree than the smaller cities, whereas automobile patronage was of less import. The reverse is true of smaller cities, possibly because of the greater freedom from traffic difficulties. But, regardless of size of city, the problem has been reported as existing proportionately, and the fact appears that the merchant who makes every effort to encourage people to visit retail areas and shop has a sound economic thought in mind when he also makes an effort to see that street conditions do not hinder those very people whom he has encouraged to come to his place of business.

Effects of Congestion on the Buying Public

While interference resulting from traffic congestion may be thought of in terms of percentage losses to business, and while causes of congestion which bring about this interference may be analyzed (and the automobile may be considered the dominant factor in the whole problem), it is possible that those signs which produce an adverse effect upon the buying public may not be detected until those effects have gained sufficient momentum to reach a point beyond control. It is this "effect" evidence, however, that brings an appreciation of the actual problem at each individual location.

Danger Element

Perhaps that effect of vehicular traffic congestion most thought of in any area is the personal hazard. The automobile, among other types of transportation, has brought many hazards as well as many uses. According to estimates made by the National Conference on Street and Highway Safety, about 85 per cent. of the accidents, fatal and nonfatal, occurring during the years of 1923, 1924, and 1925, were incident to automobile traffic. Aside from those accidents incident to ordinary street traffic in business areas, there are accidents which may be attributed to emergency conditions. When a fire occurs, for example, accidents of this nature are difficult to avoid in business areas if congestion of vehicular traffic already exists. But while accidents of all kinds are reported daily in large numbers, it may be gratifying to the retailer to know that a survey covering a number of cities in the United States found that not more than a general average of 10 per cent. of all traffic accidents occur in business areas.

It is claimed that with increasing attention to safety programs, which doubtless will continue to re-

(*Continued on Page 18*)

JANUARY WITHDRAWALS DECLINE

THE following comparative data of tax-paid products indicated by monthly sales of stamps are obtained from the statement of internal revenue collections for the month of January, 1933, and are issued by the Bureau. (Figures for January, 1933, are subject to revision until published in the annual report):

Products	—*January*— *1932*	*1933*
Cigars (large):		
Class A .....No.	266,017,640	256,560,730
Class B .....No.	5,191,617	2,008,187
Class C .....No.	67,520,082	35,431,358
Class D .....No.	3,719,778	2,309,301
Class E .....No.	474.392	330,630
Total	342,923,509	296,640,206
Cigars (small) .....No.	27,851,587	17,497,320
Cigarettes (large) ...No.	354,100	253,700
Cigarettes (small) ...No.	8,962,787,103	8,622,222,367
Snuff, manufact'd ....lbs.	3,608,348	3,033,446
Tobacco, manufact'd.lbs.	27,274,358	24,752,091

NOTE: The above statement does not include tax-paid products from Puerto Rico and the Philippine Islands. This information is shown in supplemental statement.

Tax-paid Products from Puerto Rico for the Month of January

Products	—*January*— *1932*	*1933*
Cigars (large):		
Class A .....No.	3,068,410	2,665,650
Class B .....No.	108,000	17,000
Class C .....No.	283,500	9,000
Class D .....No.	1,000	.....
Total	3,460,910	2,691,650
Cigarettes (large) ..No.	.....	20,000
Cigarettes (small) ..No.	188,400	200,000

Tax-paid Products from the Philippine Islands for the Month of January

Products	—*January*— *1932*	*1933*
Cigars (large):		
Class A .....No.	9,590,740	8,777,655
Class B .....No.	109,473	63,797
Class C .....No.	29,538	16,338
Class D .....No.	1,560	526
Class E .....No.	20	61
Total	9,731,331	8,858,377
Cigarettes (large) ..No.	.....	312
Cigarettes (small) ..No.	158,850	431,080
Tobacco, manufact'd.lbs.	54	20

NOTE: Quantities of tax-paid products shown in above statements are indicated by stamp sales for the month.

Comparative Statement of Internal Revenue Collections for the Month of January

Sources of Revenue	*1932*	*1933*
Cigars	$971,362.17	$756,431.49
Cigarettes	26,673,755.38	26,087,481.23
Snuff	649,502.63	546,020.32
Tobacco, chewing and smoking	4,876,529.63	4,488,877.72
Cigarette papers and tubes	150,263.40	81,611.70
Miscellaneous, relating to tobacco	75.80	75.94

LILLIAN RUSSELL 2 for 5c CIGARS

U. S. BOND 2 for 5c CIGARS

P. LORILLARD CO'S
2 for 5¢
CIGARS

These brands formerly sold at 5c each . . . now reduced to fit today's purse . . .

NEW CURRENCY CIGARS 2 for 5c

Established 1886
"BEST OF THE BEST"
OPTIMO CIGARS
Manufactured by A. SANTAELLA & CO.
Office, 1181 Broadway, New York City
FACTORIES: Tampa and Key West, Florida

UNITED CIGAR PREFERRED CLAIMS

Last week, holders of United Cigar Stores Company of America preferred stock were notified that they have no direct concern with the fact that the time for filing proof of claim in bankruptcy ends on February 28th, by Grayson M. P Murphy, chairman of the Protective Committee for the preferred shares He said that inquiries from stockholders had indicated confusion as to whether or not there are different steps which such creditors should take at this time.

"Passing of the time limit for filing proofs of claim, however, will mark one more step toward the day when preferred stockholders must be ready to take united action to protect their interests," Mr. Murphy said. "The majority of the preferred stock already has been deposited with the committee."

MAGIC MASTERS BOOM BUSINESS BY EXPOSURE

MASTERS of conjuring and sleight-of-hand always have delighted in exposing the tricks of magic, according to the late great Harry Houdini, America's famous magician.

Many of the celebrated tricks and effects of conjuring and magic are hundreds of years old. As each great magician added some new improvement to the trick he told how he did it.

With each generation came a larger public. The explanations only seemed to whet the appetite for more.

How Houdini Got His Name

Many people have wondered about the origin of the unusual name of "Houdini," adopted by the great magician of our own age.

It was because of his great admiration for Robert-Houdin, the brilliant French wizard of the nineteenth century, that Houdini took the name, meaning "Like Houdin"—the compliment of the gifted disciple to an older master.

Robert-Houdin fascinated the public of his day with published accounts of his tricks . . . and Houdini has followed him in describing the most famous tricks of all time—the suspension, or "levitation," mind reading, card tricks, the inexhaustible bottle, disappearances, Indian fakir tricks and mystifying escapes. Two of Houdini's well-known books are "The Unmasking of Robert-Houdin," and "Miracle Mongers and Their Methods—A Complete Expose."

Among other moderns who have drawn back the curtain of mystery, and given us a glimpse of the inside workings of magic show are Ottokar Fischer in his "Illustrated Magic," Professor Hoffmann in his "Modern Magic," Evans with his "History of Conjuring and Magic," and Albert A. Hopkins, whose "Magic Stage Illusions and Scientific Diversions" is a standard work.

Howard Thurston, acknowledged the most brilliant performer of today, has written explanations of 400 tricks, many of which the amateur can easily learn to perform.

Magic Revealed in Camel Ads

Current interest in magic has received new impetus as a result of the new series of "Camel" cigarette advertisements which feature explanations of magic deceptions in order to bring out the thought that "Camel" cigarettes contain "No tricks . . . just *costlier* tobaccos in a matchless blend."

The "Camel" ads are based on explanations published by the magicians themselves, according to the R. J. Reynolds Tobacco Company.

Professional magicians were consulted before the campaign was released. They took the view that "exposures" from within the profession have always created a new public following for magic. Hence a great many magicians have heartily endorsed the new cigarette campaign.

With schools reporting great interest in magic among the children, magic shops doing a flourishing business in magic apparatus, and publishers finding that sales of magic books are rising, the "Camel" advertisements are likely to be credited with starting a new fad in entertainment.

WAITT & BOND DIVIDEND PASSED

Last week Waitt & Bond, Inc., omitted the quarterly dividend of 50 cents on the Class A stock due at this time.

GENERAL TO TAKE ADDITIONAL WORKERS

INCREASED demand for the brands of the General Cigar Company, Incorporated, have necessitated plans for employment of more than one hundred additional workers in their Binghamton, N. Y., factory, according to an announcement by Ralph G. Josephs, manager of that plant.

Mr. Josephs stated that "Prosperity, at least so far as this company is concerned, is not 'just around the corner.'"

"Despite the fact that we are now giving steady employment to more than one thousand persons at this factory, on a five-day week schedule, and are producing more than two million cigars each week, we are unable to meet the demand for our product.

"Sales, since the reduction in price last year, have reached unprecedented and unlooked-for proportions. We now have one hundred and ten cigar-making machines in operation, each of which has a capacity of four thousand cigars daily.

"With a view to increasing our production, to meet calls being made on the local factory by the company, we first considered the plan of working five and one-half or six days a week, or of working the present force overtime on the five-day-week schedule.

"Wishing to co-operate with the nationwide 'spread-the-work' movement, however, in conformity with suggestions by Frank C. Venner, of I. B. M., and Frank Cizek, of the Lackawanna Railroad, local chairmen of the movement, we decided to employ additional workers.

"We feel, like Mr. Venner and Mr. Cizek, that it would be far better to give work to a number of persons who now are without any employment at all, than to place the present force on an overtime basis. In conformity with this decision, we have decided to employ up to one hundred six additional workers."

The Binghamton factory is the second largest factory operated by the General Cigar Company and was erected in 1928 at a cost of $500,000.

NEW "EDGEWORTH" CAMPAIGN

"Edgeworth" pipe tobacco, manufactured by the Larus & Brothers Company, is now being advertised in full-page spreads. This is a general departure from the one-column advertising used for the past twenty-five years. Collier's, The Literary Digest, Time, the American Magazine, and several other magazines will carry the full-page advertisements.

The text of the advertisements include testimonial copy, radio programs, an appeal to women, a method of testing "Edgeworth" by a combination corncob pipe and tobacco offer and tips on judging pipes.

The pipe is included in the combination offer because the company is endeavoring to have pipe smokers test "Edgeworth" with a new pipe, instead of a mixing of flavors as would occur were an old pipe used. A charge of ten cents is made for the combination which is called the "Edgeworth" flavor-testing kit.

The appeal to women follows along lines used successfully by the company for the past year in several women's publications, which listed the desirable traits of a pipe-smoking husband, such as good disposition, love of domesticity, better health and sociability. These advertisements were addressed to wives of men who did not smoke pipes, and offered to send a corncob pipe free which the wife could present to her husband. Over 13,000 requests were received from women from a single insertion in three women's magazines.

BUYING LANCASTER COUNTY TOBACCO

REPORTS from Lancaster County indicate that there has been some cautious buying of the pick of the crop in that district during the past few weeks by Bayuk Cigars, Incorporated, and representatives of the General Cigar Company.

The price indicated was ten and two and the two companies indicate that they expect to continue their present buying policies for the immediate future.

Bayuk Cigars, Incorporated, are reported to have purchased approximately three thousand cases, or about one thousand acres of the 1932 crop.

These purchases are expected to provide for employment of many persons in the handling of the crop. Normally, from two to three thousand persons throughout the county and city of Lancaster have a share in handling the crop after it leaves the farmer's hands. The work of sorting, grading and stemming the leaf is usually completed in three months, affording employment to many usually idle in the late winter months. Wages paid by the packers for this work in some years has been estimated to total nearly three-quarters of a million dollars.

FINDLAY PLANT TO BE REOPENED

The Findlay, Ohio, plant of the Deisel-Wemmer-Gilbert Corporation is being prepared for reopening after being closed since the annual inventory. The machinery was removed from the factory at that time, and officials stated at that time that it was customary to change the machinery from one plant to another during the inventory shutdown.

Workmen have started to assemble the machinery and more machinery will be installed in the next week or two.

No definite date has been set for the reopening of the factory, but the outlook for business for the Findlay plant is said to be extremely promising for the spring and summer months.

IMPERIAL TOBACCO OF CANADA

Imperial Tobacco Company of Canada, Limited, shows for 1932 net profit of $5,471,175 after charges and taxes, equivalent after the 6 per cent. preferred dividends to 53 cents a share on 9,451,032 shares of common stock, and compares with $5,914,079, or 57 cents a common share in 1931.

Directors of the company declared an extra dividend of 17½ cents a share on the $5 par common stock, payable March 31st to stockholders of record March 1st. The distribution is subject to approval of stockholders on March 14, 1933, and is to be paid in Canadian funds.

SIR CUNLIFFE-OWEN HERE ON VISIT

Sir Hugo Cunliffe-Owen arrived in New York from London, on board the "Europa" recently, and is now in Louisville, where he is inspecting the plant and operations of the Brown & Williamson Tobacco Corporation.

DRUG, INC., NETS $13,467,092

(Continued from Page 10)

Consolidated figures for 1932 include assets and liabilities of a number of companies in which Drug, directly or indirectly, owns a majority of the voting stock and which heretofore were carried as investments. The result of consolidating these companies is reflected in a decrease in the balance sheet item "Investments in affiliated and associated companies" and in other changes in assets and liabilities. There are necessary increases in fixed assets and liabilities as represented by outstanding securities of such companies now consolidated for the first time. Marketable securities are carried at quoted values on December 31, 1932, and all transactions in foreign exchange have been adjusted or reserves created to provide against exchange fluctuations.

Liggett Sales Decline

"The abnormal conditions existing in most lines of retail business, due principally to progressive decline in sales volume in each year since 1929, have seriously affected Louis K. Liggett Company, a retail subsidiary," the report states. "Liggett sales were less by $8,500,000 than in 1931, a decline of slightly over 14 per cent., resulting in a substantial operating loss. The difficulties encountered by the Liggett Company have attracted wide attention and publicity and various landlord and real estate interests have organized a Liggett Landlords Protective Committee, which is attempting by negotiation to relieve the lease burden on the Liggett Company. While that committee has made substantial progress and its work is continuing, it is too early to predict final results."

The report adds that investment in Owl Drug Company, Pacific Coast subsidiary, adjudged a bankrupt in October, 1932, will be written down to a nominal figure.

Drug stockholders vote on the proposed capital change March 14th.

Classified Column

The rate for this column is three cents (3c.) a word, with a minimum charge of seventy-five cents (75c.) payable strictly in advance.

POSITION WANTED

CIGAR FACTORY SUPERINTENDENT. MORE THAN 20 Years' Experience With One of the Largest Manufacturers. Hand work or automatic machines. Address Box 560, care of "The Tobacco World."

FOR RENT

OFFICE AND FLOORS FOR CIGAR MANUFACTURING OR STORAGE—No parking restrictions; good location; low rent; freight elevator and loading platform. Will divide. Metals Coating Company of America, 495 North Third Street, Philadelphia.

HAVANA CIGARS

OLD MANUFACTURING FIRM OF HAVANA QUALITY CIGARS will serve orders in any quantity to discounting dealers, at profitable prices. Satisfaction guaranteed. Address for particulars "Fair Dealing", Box 1168, Tampa, Fla.

OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
BETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS
FRIES & BRO., 92 Reade Street, New York

Tobacco Merchants' Association Registration Bureau,

341 Madison Ave.
NEW YORK CITY

Schedule of Rates for Trade-Mark Services Effective April 1, 1916.

Registration,	(see Note A),	$5.00
Search,	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

FRENCH OUTLOOK FOR AMERICAN TOBACCO

FOR a long period of years the demands of France for American tobaccos have reacted to the benefit of domestic growers and exporters, states Trade Commissioner T. L. Hughes in a report to the Tobacco Division of the Department of Commerce. Since the French Tobacco Regie is now the greatest purchaser of American tobacco in Continental Europe, even more interest is attached to its program of purchases and operation. Kentucky and Maryland tobacco are normally of such proportions as to influence the market of medium and common grades and even on good grades of Maryland.

It is interesting to note that French purchases of Kentucky dark-fired tobacco for the past three seasons have been about normal for that type, a fact which might have been due in part to the favorable market price obtaining. Even though the price level which seemed low for American growers, was slightly higher than tobacco from many other sources, the Regie shows a preference for American tobaccos for smoking and cigarette purposes, when there is not too much disparity in price.

The failure of the French Regie to absorb its normal demands of low grade Maryland tobacco during the past two sales seasons has caused much concern among Maryland growers and doubtless has exerted an unfavorable influence on the market for those grades. The decreased purchase of low grades may be attributed largely to the fact that the Regie has been able to obtain substitute types from several other sources (such as Rio Grande do Sul, Bulgaria, Rumania, Java, Algeria, and other countries) at extremely low prices. However, the increased demands for better grades of Maryland which are being employed in high class cigarettes are to a great extent compensating for the decreased demands for low grades.

In spite of the more favorable economic conditions in France (as compared with many countries) there was a slight decline in consumption of tobacco products in 1932, which may be attributed in part to the decreased tourist traffic. The operations of the Regie, however, are profitable and much ingenuity is being employed in developing blends to satisfy the tastes of the consumer and to improve the system of distribution. The brands of American blended cigarettes are meeting with success which augurs well for increasing purchases of Burley, bright flue-cured and the better grades of Maryland tobacco.

ASKS F. T. C. PROBE OF CIGARETTE CUT

FEDERAL TRADE COMMISSION investigation of four tobacco companies which recently reduced the price of their cigarettes at the same time was proposed in a resolution introduced in Washington on February 22d by Representative Celler, Democrat, of New York.

The companies he named were the American Tobacco Company, the P. Lorillard Company, the R. J. Reynolds Tobacco Company and the Liggett & Myers Tobacco Company. These, his resolution said, reduced the price of their cigarettes from $6.85 to $5.50 a thousand "solely for the purpose of ruining certain independent manufacturers of so-called 10-cent brands of cigarettes."

The manufacturers of "independent brands," the resolution continued, "taking advantage of low tobacco prices, have brought the price of cigarettes within the depressed state of personal incomes in the United States."

Celler's resolution would direct the Trade Commission to determine if there exists between the companies which reduced prices of the four popular brands "any agreement, understanding, collusion or convention that influenced the action in fixing the decreased price in violation of law; and also to determine the relation that exists between the aforesaid producers of cigarettes and the Atlantic and Pacific Tea Company."

PEPER TOBACCO COMPANY EIGHTY YEARS OLD

According to an announcement by the Christian Peper Tobacco Company, of St. Louis, Mo., that company has recently passed its eightieth birthday anniversary. The announcement states: "As far as we have been able to learn from Government records, we are the oldest independent tobacco manufacturers in the United States. This enviable record has only been achieved by always giving quality the first consideration."

The Christian Peper Tobacco Company manufactures "Listerine" cigarettes, "Wellington" smoking tobacco, and other well-known high-grade tobacco products.

CUBAN CONSUMPTION DECLINES

The consumption of cigars, cigarettes and cut tobacco in Cuba during 1932, as per data given by the Government based on the sale of stamps and published by the Comision Nacional de Propaganda del Tabaco, is as follows, in comparison with 1931: Cigars, 61,570,900 in 1932 and 93,111,951 in 1931; cigarettes, 178,676,934 in 1932 and 308,968,550 in 1931; cut tobacco, 214,500 pounds in 1932 and 286,078 pounds in 1931. These quantities show a decrease in consumption as follows: Cigars, 33.9 per cent.; cigarettes, 42.2 per cent., and cut tobacco, 25 per cent.

RETAIL STORE PROBLEMS

(*Continued from page 14*)

duce the number of street and highway accidents caused by traffic of all kinds, not only will there be less loss of life but less avoidable of those areas now thought of as danger zones. If this is true, any effort on the part of business to make safe and to keep safe all streets in retail business areas indicates not only an admirable purpose from the humanitarian point of view, but economic wisdom as well. Streets crowded with vehicular traffic should not be synonymous with danger.

(To be continued)

MARCH 15, 1933

LIBRARY RECEIVED MAR 1

VOLUME 53 No. 6

U. S. Department of Agriculture

THE TOBACCO WORLD

LILLIAN RUSSELL

2 for 5c

CIGARS

U. S. BOND

2 for 5c

CIGARS

P. LORILLARD CO'S

2 for 5¢

CIGARS

These brands formerly sold at 5c each . . . now reduced to fit today's purse . . .

NEW CURRENCY CIGARS

2 for 5c

automatic

machines offer

A NEW RETAIL OUTLET for TOBACCO PRODUCTS

Get all the facts now on automatic merchandizing.

Write for a sample copy

THE AUTOMATIC AGE

2810 S. Michigan Avenue

Chicago Illinois

Established 1886

"BEST OF THE BEST"

OPTIMO CIGARS

Manufactured by A. SANTAELLA & CO.

Office, 1181 Broadway, New York City

FACTORIES: Tampa and Key West, Florida

PUBLISHED ON THE 1ST AND 15TH OF EACH MONTH AT 236 CHESTNUT ST., PHILA., PA.

After all nothing satisfies like a good cigar

WOODEN BOXES

Are the Only Natural Humidor for Cigars.

Pack your cigars in wooden boxes and preserve their delicate aroma, mellowness and flavor right up to the time they are passed over the counter to the customer.

Discriminating cigar smokers prefer to select their favorite brand from a wooden box—and it's good business to cater to the dealer and consumer by packing your cigars in wooden boxes.

WHEN BUYING CIGARS
Remember that Regardless of Price
THE BEST CIGARS
ARE PACKED IN
WOODEN BOXES

Volume 53

THE TOBACCO WORLD

Number 6

Established 1881
TOBACCO WORLD CORPORATION
Publishers
Hobart Bishop Hankins, President and Treasurer
Gerald B. Hankins, Secretary
Published on the 1st and 15th of each month at 236 Chestnut Street, Philadelphia, Pa.
Entered as second-class mail matter, December 22, 1909, at the Post Office, Philadelphia, Pa., under the Act of March 3, 1879.

$2.00 a Year — PHILADELPHIA, MARCH 15, 1933 — Foreign $3.50

Editorials Not By The Editor

DUE to the sudden illness of the responsible editor, this issue of THE TOBACCO WORLD has been hastily prepared by "pinch-hitters" who plead guilty in advance to the readers and advertisers for all mistakes not directly chargeable to the printer. We are just going to do the best we can and we hope you will be lenient, as we confidently expect to be fired anyhow just as soon as the editor sees this number.

INASMUCH as the collaborating editors may never get the opportunity again they have decided to have an editorial holiday and get as much as possible off their chests before the editor catches up with them. Therefore they beg again the indulgence of their readers. And just between ourselves, to paraphrase a well-known statement, "We have long sought this opportunity."

HERE'S something to write about—the Bank Holiday. It has been very inconvenient and uncomfortable for most of us, but to be perfectly frank about it we think that both bankers and business have had this dose of castor oil coming to them for some time. Furthermore, we think that most of us are going to get well, although the period of convalescence will undoubtedly vary according to the condition of the patient when Mussolini's favorite cleanser was administered. We've got that out of our system, anyhow.

A RADIO announcer brought to the attention of the listeners the other night the fact that many of the splendid programs were entirely due to the advertisers who sponsor them.

We were just wondering as we looked through contemporary tobacco trade journals, if the advertisers ever stopped to think that after all these publications are for the great part what the advertisers make them.

It was commonly reported some few years back that one of our greatest financiers stated in the course of a personal conversation that he would rather own certain outstanding trade publications than be president of a bank.

A trade publication becomes a power for good in relation to its advertising support. Trade paper advertising which has the earmarks of something thrown to the dogs to keep them quiet hurts the trade paper.

To get the most out of trade paper advertising the copy should flatter the trade to the extent of at least making the readers think that it is written especially for them; to make them better merchants and to help them sell more merchandise; to hold their interest and to assure them that the advertisement is a personal message specifically directed to their attention.

If there is a feeling that business papers in certain fields are not doing the job to the advertiser's satisfaction, the blame does not belong entirely on the shoulders of the editorial department. The advertiser might well consider that he too has some obligation to those merchants who are selling his products.

So long as the readers of business papers are fed consumer copy, which in most cases has already had national circulation, the advertiser cannot expect any tangible reaction from it. Trade paper advertising should be directed specifically to the trade, and when that is done the trade papers will be on their way to larger circulation and greater influence.

AND this affords an opportunity to project some thoughts on radio advertising. It's just a personal viewpoint which a friend stirred up several weeks ago. So many people have "yessed" us since we began discussing it that we almost believe we have a good peg on which to hang a few paragraphs.

For some weeks we have been very much annoyed by a continual shortage of postage stamps in the home writing desk. A few days ago in looking over the mail we came upon a large envelope addressed to our eleven-year-old daughter. We were curious to see what it was all about and opened the package. It was a handsomely illustrated forty-eight-page pamphlet advertising a month's cruise to Europe for $300—and up! It sort of jarred us, as we have had difficulty recently in finding twenty cents in cash to get to Philadelphia.

We immediately took the matter up with the lady responsible for the conduct of household affairs and we were informed that the young miss received more mail in a week than all the rest of the family, which numbers

seven. Due to our crabby nature, we were gently told, it had been deemed inadvisable to explain to us the matter of missing postage stamps.

Upon investigation we found that the party of the first part had a cache of literature, including pictures of radio artists, sufficient to operate the furnace at top temperature for at least a day. And in addition, food products, and samples of almost everything offered over the radio. We feel sure the family could have survived for a day on her samples of food products. We found no samples of cigars, however.

You may also be sure that in the future radio advertisers will be short at least one answer to the request to "write to the advertiser or to the station to which you are listening."

Before we plunge into the main stream, just one more word. After a star-chamber session we extracted the information that the idea of answering radio requests was a general practice with our daughter's classmates, and she saw nothing wrong in also building up a library of literature, samples, etc.

Now, we are not saying that some good will has not been created for some products as a result of our daughter's activity, or that these samples and pieces of literature have not created future sales. But we do say that at this particular time it built a large fire under us to find that a member of the family had been writing for literature and information on a trip to Europe.

All of which brings us to the point as to just what the advertisers on the radio can definitely prove in direct sales as a result of their activity on the air.

We are voicing a personal opinion again when we say that most of our friends, all of whom we rank as average and intelligent citizens, agree that the advertising chatter seems to be only a question of how many words about a product can be delivered intelligibly in the seconds allotted for that purpose. To turn on almost any station on the air today at the quarter-hour interval reminds us of nothing so much as listening to the "barkers" on a circus "midway."

Just this Saturday night, as we are writing, we tried to tune in our favorite non-advertising program and suddenly realized that it was not on the air on Saturday nights. But we did pick up a program dedicated to advertisers on a certain chain. We also listened to an announcement of the wonderful treats in store for us in the coming week sponsored by the chain and its advertisers.

We think we smell the odor of burning rubber. So far as we are concerned, we are perfectly willing to pay a tax for the use of a radio set provided we are guaranteed pure entertainment.

We believe that the magazines, newspapers and trade papers are entirely competent to carry advertising and sell merchandise. And we are further of the opinion that so far as advertising programs are concerned the talent gets far more advertising than the product sponsoring it. It is easily established that a vast number of the radio audience who enjoy certain programs, while entirely familiar with the entertainers, cannot tell what product or products it advertises.

And incidentally, if it can't be accomplished in any other way, the time is not far distant when there is going to be an uprising against the crime and murder stories on the air. And the protest will come from a source both definite and nationally organized. School children neglect their home work to listen to these tales of "blood and thunder," and pass restless nights as a result of the excitement. No more mental damage could be done to the youth of the nation if "Nick Carter," "Diamond Dick," "Old King Brady" and the "James Boys" nickel novels were distributed free by the public schools.

We know we are taking advantage of the editor, but we believe at the same time that in view of the number of radio advertisers of tobacco products that since a difference of opinion is the basis of a horse race, that we can start one—even if we don't finish it.

WHILE we are saying some nasty things we might as well throw in a few pleasant remarks. We want to pat Phil M. Phulofax, editor of the *Bayuk Bulletin*, on the back. To our mind it is mighty fine trade paper copy. It not only aims to sell Bayuk cigar brands but goes a step further in making an effort to build up good will for the cigar industry. It's about time the cigar manufacturers began to get some enlightened ideas on trade paper advertising. And it won't do the cigar business any harm if the national advertisers would set up a definite program to encourage cigar smoking, as well as to create new cigar smokers, in the copy intended to sell their own brands. A little broadmindedness in cigar advertising might help the entire industry a lot right at this time.

ONE of the second-string editors raised the question of the origin of the first cigarette. Nobody seemed to know, but a search through the scrapbook of the printer's devil revealed a version of the birth of the cigarette which may or may not be true. A clipping from the *Montreal Herald* reports that the now highly popular fag was invented by an Egyptian soldier in 1832, or 101 years ago.

The story relates that, as a reward for successfully storming the Syrian fortress of St. Jean d'Arc, the Egyptian viceroy presented Ibrahim Pasha with a wagonload of tobacco and pipes. But before the wagon reached Pasha's headquarters, it was struck by an enemy grenade, and the pipes were all smashed.

Not to be deprived of a smoke, a passing Egyptian soldier made a tube out of Indian paper used for wrapping up powder, and packed it with some of the tobacco. He lighted it and found it good. Soon all the troopers were puffing at the new-fangled smoke.

NEWS that Schulte had followed the A. & P. lead in the ten-cent price for the "Big Four" brands of cigarettes prompts the office philosopher to wonder whether there is any longer any sense in the old quatrain:

"Count that day lost,
Whose low descending sun
Sees products sold for less than cost
And business done for fun."

Hugh Chalmers, who earned the title of Master Salesman when he was in charge of sales for National Cash Register Company in its early days, used that rhyme frequently to discourage merchants in many lines from acting as an intermediary without profit. He carried it along with him when he became president of the automobile manufacturing company bearing his name, and quoted it to show dealers the folly of giving away their profit in an over allowance on a trade in.

Jottings About People Who Are Doing Things

All officers and directors of the Consolidated Cigar Corporation were re-elected at the annual meeting of stockholders on March 6th.

"They say" (oh, yeah?) that the "George W. Childs" cigar may become a 2-for-5 seller. Meanwhile we are intently watching the cigar withdrawal figures.

Webster-Eisenlohr extended a helping hand to their jobbers by giving an additional thirty days' credit during the bank holiday. It is reminiscent of the generous policy, in times of trouble, of the firm of Otto Eisenlohr & Brothers of twenty years ago.

Deisel-Wemmer-Gilbert Corporation report a net profit, after all deductions, equivalent to 85 cents a share on the outstanding $10 par shares of common. It took smart business management to pull out a profit in the cigar business in 1932.

Here's more 1932 profits. The Reynolds Metal Company reports a profit equal to $1.41 a share on the common. This was figured, however, before they wrote off a loss of more than $276,000 on an exchange of securities.

The "Optimo" account in Chicago has been shifted to Gershuny & Epstein. This is a very active firm, and an equally active brand, which indicates that A. Santaella & Company are going to find a step-up in their Chicago sales. We can see Mariano Alvarez smiling.

Mazer-Cressman's "Tom Keene" cigar is now selling at 2 for 5 cents. This is a former popular nickel seller and the dealers who are featuring the brand report that the new price has stimulated sales to a very noticeable degree.

Tom Morgan, of the Morgan Cigar Company, is out on the road trying to increase sales on the factory's brands. We have an idea that Tom will find that his personal appearance will have a stimulating effect in the territory which he is now covering. Incidentally he makes some mighty fine cigars down in Tampa.

Amedee Levie, ambassador for the "Habanello" brand, made in the substantial city of Philadelphia, which is known for its good cigars, is right on the job in the Middle West spreading the news about George Zifferblatt & Company's popular product.

Al. Goldberg is again on the trail for orders for the "John Ruskin" cigar, made by I. Lewis & Company in Newark, N. J. This well-known brand is no stranger to Al., as he has sold it before. His old friends are giving him a hearty welcome.

Down in Paulsboro, N. J., C. Herbert Harris, the popular retailer and jobber, reports a good reception for a new 2-for-5 cents brand made in Wheeling. He reports that since the "Big Four" dropped prices on their cigarettes there has been a considerable pick-up on these brands.

Manuel Corral is back in Tampa again after spending some time in Havana where he was on a tobacco purchasing expedition. The reason "Bering" cigars are always uniform is because Mr. Corral is a grand judge of Cuban tobacco, as anyone who smokes Corral, Wodiska y Ca brands will testify.

Dick Bythiner, of E. Rosenwald & Company, New York City, arrived in Havana last week. All of which reminds us that Dick came from Philadelphia and that many years ago his late father was a prominent leaf tobacco broker with offices on Arch Street.

Nat Simon, well known among New York midtown retailers, is now an active member of the sales staff of the Consolidated Cigar Corporation, and is in New England, promoting the "Harvester" brand.

Robert Woolsey, of the famous movie team, Wheeler and Woolsey, smoked 500 "R. G. Dun" cigars during the filming of the talkie, "So This Is Africa." A nation populated by Bob Woolseys would be the cigar manufacturers' idea of Utopia.

Sam Fisher and Clark Cutler motored from Chicago to Tampa, closed a deal with the Garcia-Havana Cigar Company for a large slice of territory on "Champ Clark" cigars, and went on the free-wheeling way. Not so slow for a couple of so-called "old timers."

At a time when it was the work of a prestidigitator to make up a payroll at all, an armed man held up the manager of the Finley Wholesale Tobacco Company, Buffalo, and swiped the week's payroll. We nominate him as the world's meanest guy.

Michael N. Kennedy, in whose Kalamazoo, Mich., cigar store the Kennedy Debating Club has thrived for thirty years, has sold his business to Oscar Born, formerly of Flint, Mich. Thus a new exclusive cigar and tobacco dealer, one of the few remaining in the country, is Born.

Prominent among the trade visitors in Havana last week were several executives of the General Cigar Company, New York, including B. G. Meyer, vice-president; Richard C. Bondy, second vice-president in charge of manufacturing; Charles M. Gans, general manager of the Porto Rican Department, and Ben Wolfner.

The Garcia y Vega factory, Tampa, Florida, celebrated the "New Deal" inauguration by closing negotiations for a "New Deal" in the shape of a new distributor in Washington, according to Ben Lumley. Ben returned from the capital city last week to check in at John Wagner & Sons, preparatory to a swing around the South Jersey circuit in the interest of "Garcia y Vega" and the "Dulce" and "Verdi" brands of the F. W. Sommerfeld Cigar Company, Miami, Florida.

NEW PACKING OF "BRIGGS" FOR Y. & M.

Rapidly growing popularity of "Briggs," the new high-quality smoking tobacco distributed by Yahn & McDonnell, has prompted the manufacturers, the P. Lorillard Company, to bring it out in two new packages—an eight-ounce tin retailing at sixty-five cents, and a sixteen-ounce tin listed at $1.30. John Papero, of Yahn & McDonnell, who announced these additional sizes, added that the popular sixteen-ounce wooden keg of "Briggs," retailing at $1.50, will be continued in the line.

BAYUK CIGARS SPREAD CONFIDENCE

Immediately upon publication of the President's proclamation declaring the bank holiday, Bayuk Cigars, Incorporated, sent the following message to its salesmen throughout the country:

"In the temporary trial of your courage you must have faith in your country, your job and yourself. Business will continue to be done in America and cigars will continue to be manufactured, sold and smoked, and now is not the time for fear but for us as salesmen to be aggressive and spread the gospel of confidence. Your company is back of you to the limit with increasing production by the manufacturing department and no curtailment of expenditure in advertising. Bayuk will continue full speed ahead."

GEORGE ZIFFERBLATT BACK FROM TRIP

It's like getting a metaphorical shot of optimism to talk these days with George Zifferblatt, head of the company manufacturing the deservedly popular "Habanello." Just back from an extended trip through the West, he expresses complete satisfaction with the orders his factory is getting in the face of present conditions, and is especially well pleased with the fine spirit of co-operation manifested by many of the "Habanello" distributors throughout the country, following the temporary inconvenience caused by difficulties of two banks in which the Zifferblatt company carried accounts.

"TOBACCO WORLD" EDITOR ILL

Gerald B. Hankins, editor of THE TOBACCO WORLD, is seriously ill at his home in Collingswood, N. J. He was taken with influenza on Wednesday last and is suffering from that and other complications.

Trade Notes

A. Jos. Newman, vice-president and general sales manager of Bayuk Cigars, Incorporated, is on a ten-day trip through the Middle West.

Joe Wilson, formerly a salesman for the Cortez Cigar Company, is now covering the South Philadelphia territory for "Bayuk Phillies."

Tony Guiterez, of A. Guiterez & Company, Passaic, New Jersey, manufacturers of "Carlton" cigars, visited Yahn & McDonnell, distributors, last week.

The bank holiday meant nothing, apparently, in the life of Frank Swick, who kept on the jump in Philadelphia last week, promoting "Chukkers" cigarettes for the Health Cigar Company.

The "Monticello" trio of smoking tobacco, cigars and cigarettes, named after the historic residence of Thomas Jefferson in Virginia, and distributed by John Wagner & Sons, Philadelphia, are making gratifying headway.

Abe Caro, the optimistic "Optimo" representative, did not let a little thing like the bank holiday deter him from making his regular promotional tour of the territory of Yahn & McDonnell, local distributors of the brand.

The intensive work of B. C. Jessa, of the Heine Tobacco Company, Masillon, Ohio, during the last several weeks among retailers and consumers has resulted in quite a few placements on "Heine's Blend," according to John Papero, of Yahn & McDonnell, who were recently appointed sole distributors of the brand in this territory.

Commenting on the fine attitude of the tobacco trade in its loyal support of the President in this pseudo-wartime emergency, I. B. White, of John Wagner & Sons, said that everyone with whom he talked, regardless of political affiliations, agreed that the upturn to brighter days will be dated from the present crisis, with its drastic regulations and history making proclamations.

Flash:—President's Surprise Message on Beer Forecasts Revival of Cigar Smoking

PRESIDENT ROOSEVELT'S BEER MESSAGE

"I recommend to the Congress the passage of legislation for the immediate modification of the Volstead act, in order to legalize the manufacture and sale of beer and other beverages of such alcoholic content as is permissible under the Constitution; and to provide through such manufacture and sale, by substantial taxes, a proper and much needed revenue for the Government.

"I deem action at this time to be of the highest importance."

PRESIDENT ROOSEVELT'S message for the legalization of beer has electrified the country, and coming so soon after his induction into office, must convince the citizens that the Chief Executive intends to keep his campaign pledges.

This message of seventy-two words, said to be the shortest on record, will put heart in the people and inspire confidence throughout the business world.

By ordering the immediate restoration of beer the President has done more to increase *cigar* smoking than the industry itself has done within the last fifteen years.

A *cigar* goes with a glass of beer. It is a leisurely smoke for a leisurely drink. It is an essential part of the old familiar picture of the group of friends gathered in social intercourse "with a stein on the table."

While the Anti-Saloon League was running past administrations, they popularized the high-powered liquors, none of which had any particular affinity for cigar smoking. But a cigar with beer is another matter.

When the prohibition law went into effect there was no immediate reflection in cigar withdrawals, but the gradual closing up of thousands of small cigar factories undoubtedly has been due to the elimination of those places where beer was sold.

Many cigar manufacturers lived almost entirely from the sale of their cigars in cafes and other places licensed to sell beer. In the cities, cigars sold in the neighborhood thirst dispensary were manufactured in that neighborhood. The cigar manufacturer knew most of the patrons and passed his cigars out freely. And aside from the places in the center of the city, there were seldom more than one or two brands handled and they were usually furnished by some small manufacturer.

To our mind President Roosevelt's message should result in an immediate expansion of the market for cigars. Everyone, from the leaf tobacco merchant right on up the line to the jobber, and including manufacturers of mechanical facilitating devices, should note a quickening of the pulse of the cigar industry, and those who are prepared to take immediate advantage of this action of the President to stimulate business should reap substantial returns.

In this connection the tobacco industry is in an enviable position due to the fact that there has been but a slight decrease in its national advertising. In the face of great odds it has fought to maintain its goodwill, and probably has succeeded to a greater extent than any other product excepting only foods.

As we see it, the cigar industry has a greater opportunity to regain its prestige with the legalizing of beer than any other commodity outside of the beverage itself.

Now is the time for cigar manufacturers to revive their old trade outlets, to get their brands before the jobbers, to do a 100 per cent. job in this respect, which means, of course, to call on the well-proven services of the industry's business papers.

Those who have been crying for beer these long weary years will have their sincerity put to the test. The long list of allied industries that will be called upon to greatly increase employment with the reopening of the breweries, will put pay envelopes in the pockets of thousands who have been waiting these many months for an opportunity to go to work.

This money will not be hoarded. Debts will be paid and the many wanted articles which many families have been forced to deny themselves because of the economic condition will find cash purchasers throughout the land.

It is our thought that new blood will flow in the arteries of business. We have been ill too long for the reaction to be felt immediately, but we do believe that the nation will be gradually revitalized by the spirited action of the new administration.

So the tobacco industry should hail this new phase of the "New Deal" not only with the unselfish feeling that the return of beer will show immediate tangible returns in the form of huge revenue to the Government, a highly perceptible relief of unemployment, a much-needed psychological change in the temper of the people, a switch from hypocrisy to sincere good fellowship, and a general restoration of prosperity, but also with the justifiably selfish feeling that the cigar will stage a simultaneous comeback.

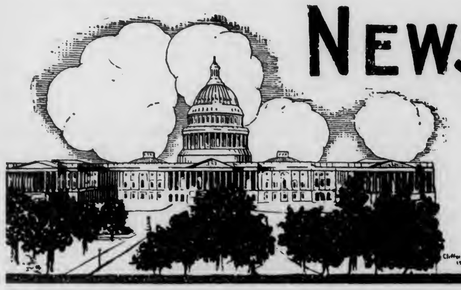
Here's to the better coming days, whose emblem is a delicious glass of beer, a plate of pretzels and a good cigar.

Prosit!

GERMANY BARTERS FOR TOBACCO

Bartering on a big scale is reported in the news that Germany has offered Bulgaria railway material and apparatus in exchange for tobacco, and that the offer has been accepted by the Bulgarian government.

It is stated that the merchandise to be exchanged is estimated at one thousand million levas, or the equivalent of $7,200,000 at the present rate of exchange.



NEWS FROM CONGRESS AND FEDERAL DEPARTMENTS

FROM OUR WASHINGTON BUREAU 622 ALBEE BUILDING

SPEEDY enactment by Congress of President Roosevelt's emergency banking legislation on March 9th is expected to care for the financial emergency which made its appearance March 3d and necessitated the declaration of a national bank holiday as the first official action of the new administration.

Continuing the emergency powers assumed by President Roosevelt in his original proclamation, while paving the way for the reopening of sound banks and for the conservation of the resources of weaker organizations, the legislation is expected to bridge the gap until Congress can deal with the permanent measures later to be asked by the President.

Party lines were cast aside in both houses of Congress in order that the new executive might have united support in his efforts to bring the financial structure of the country out of the chaos into which it was thrown by the rapid deterioration of the credit situation following the declaration of the first of the state bank holidays, in Michigan.

The emergency banking bill is declared by financial experts to be a sound, conservative measure which does not permit Federal credit to be squandered to maintain the value of banking assets at an inflated level. It provides for the distribution of new money on a rigidly controlled basis; as much as eleven billion dollars can be thrown into circulation if necessary, it was asserted, but it is not expected that more than two or three billions will be required.

The plan is intended to complete the work of deflation in the banking field and to assist an orderly process of liquidation of insolvent institutions. Some difficulties are expected to be encountered in its administration in some areas where there is a lack of local banking facilities, but the measure is considered an indispensable preliminary to the constructive work of rebuilding our banking structure.

Permanent banking legislation, it is expected, will be recommended to Congress some time next month, after settlement of the present crisis gives administration leaders an opportunity to consider the many plans which have been suggested.

Development by business men and business organizations of a definite plan of co-operation with the new administration was urged this month by Secretary of Commerce Roy D. Chapin as he prepared to surrender his office to his successor, Daniel C. Roper.

"The business of the country, which has been halting in its stride this winter, faces a month of great significance," Mr. Chapin declared. "A new administration takes charge, and with it are bound to come certain changes in policies. All are hopeful that they will be constructive and fruitful of results, and such a program will receive every aid and support.

"We are involved in an economic struggle, perhaps more vital to our nation than was the great world war in which we fought fifteen years ago. Never has there been a time when business men should rally their energies and brains along united policies more than right now."

A program of co-operation with the new administration, he declared, should embrace export as well as domestic trade, the former being of extreme importance in the return of prosperity to many industries.

Bankruptcy relief for corporations is left to the special session of Congress as a result of the action of the House of Representatives on March 1st in accepting the Senate draft of the bankruptcy bill in order that relief might be afforded to some debtors, at least, without further delay.

The measure finally approved by Congress provides for the extension and composition of the indebtedness of individuals and farmers and for railroad reorganization. As originally written by the House, it also included provisions for the reorganization of corporations unable to meet their debts as they matured, which were eliminated by the Senate.

Rather than subject the measure to possible failure by insisting upon the inclusion of corporation relief, the House accepted the Senate bill.

Under the terms of the new law, relief is to be afforded individual and farmer debtors by agreements, under proper court supervision, for extensions and compositions. Delinquent railroads are to be reorganized under the supervision of the Interstate Commerce Commission.

The whole purpose of the legislation was to prevent the waste of assets of going concerns usual to liquidations in bankruptcy, in which corporation reorganization was an important feature. It is expected, however, that this will be one of the matters to come up early during the special session.

Industrial strangulation faces the United States as a result of the rapidly increasing hold of the banks upon corporation activity, according to Senator George Norris of Nebraska.

Addressing the Senate on "the spider web of Wall Street," the Senator named eight leading banks in New York which he declared have 846 directorships in manufacturing companies, 585 in transportation con-

(Continued on Page 16)

ILLUSION:
Right before your very eyes the man of magic draws rabbits, vegetables, flowers, fruits—even babies—all from an *empty* tub! What an astonishing fellow he is!

EXPLANATION:
The assorted rabbits, babies, carrots, cabbages, ribbons and other magical "props" are not created by magic. The tub has a false bottom that is conveniently displaced, and numberless wonderful things spring to life in the magician's nimble fingers. They do literally "spring" because they are made to compress into very little space at the bottom of the tub, taking their natural shape as the magician lifts them out.

SOURCE: *"Tricks and Illusions" by Will Goldston. E. P. Dutton & Co.*

IT'S FUN TO BE FOOLED ...IT'S MORE FUN TO KNOW

Tricks are legitimate on the stage but not in business. Here's one that has been used in cigarette advertising . . . the *illusion* that blending is *everything* in a cigarette.

EXPLANATION: Blending is important . . . but it makes a lot of difference *what* is blended.

Inferior, raw tobaccos can be blended to cover up their humble origin. But your taste soon detects the trick.

The proper use of blending is to bring out the full "round" flavor of mild, high-grade tobaccos. It's the *costliness of the tobaccos*, as well as the blending, that counts.

It is a fact, well known by leaf tobacco experts, that Camels are made from finer, MORE EXPENSIVE tobaccos than any other popular brand.

Hundreds of thousands of dollars have been spent by others in the attempt to discover just how Camels are blended. The blend *is* important.

But all the while Camel spends *millions more* for choice tobaccos . . . to insure your enjoyment.

Light up a Camel. Relax, while the delicate blue smoke floats about you. Enjoy to the full the pleasure that comes from *costlier* tobaccos.

Keep Camels always handy . . . in the famous air-tight, *welded* Humidor Pack that assures you cigarettes that are fresh, cool, *prime*.

Copyright, 1933, R. J. Reynolds Tobacco Company

CAMELS

— NO TRICKS
..JUST COSTLIER TOBACCOS
IN A MATCHLESS BLEND

Food and Tobacco—Two Necessities of Life That Have Not Stopped Their Advertising.

YOUR pinch-hitting editors, driven to these thoughts by the unwelcome intrusion of advertising in the guise of entertainment, turned off the radio and turned to the current issue of the publication which treats of advertising as such, without masquerading as something else. It was *Printer's Ink* of March 9th, which does the unprecedented thing of devoting its first three pages to a stirring editorial entitled "Business as Usual."

In the course of its call to arms, this journal for advertisers expresses the devout belief "that the advertisers of the United States have it in their power to decide whether this so-called holiday is going to be short or long.

"They can advertise uninterruptedly.

"When we speak of advertisers in this connection we, of course, mean all advertisers. But more especially we mean national advertisers. They can go to the local advertiser this week and learn many things—perhaps absorb some of the courage that well-meaning people are trying to pump into the mob.

"Advertisers should not allow themselves to be stampeded but go right on doing what they intended to do.

"Consumer acceptance for one's product is too valuable an asset to be tinkered with. It is being tinkered with, though, to a lamentable degree, the basic cause for this tragedy being the same thing that caused the bank holiday, namely, Fear.

"Breaking the chain of advertising continuity now is not only detrimental to the fostering of consumer acceptance but may be the means of depriving advertisers of a larger amount of immediate business than would have seemed possible a couple of weeks ago. During the last few days prices have shown a decided tendency to rise, as *Printer's Ink* has established from a number of sources. This is in no sense inflation; it is rather a re-establishment of normal values.

"It means a restoration of profits—something with which many advertisers have not been in such close touch during the last few weeks.

"People are going to buy more on a rising market. This is basic and everybody knows it.

"From a standpoint of current sales, then, as well as the vastly more important process of creating and maintaining consumer acceptance that will pay its main dividends in the future, all the arguments call for a continuance of advertising at this time.

"If there is a thing in this principle of advertising continuity, national advertisers would do well now to follow the lead of local advertisers and get busy in earnest."

There is a lot more to the editorial, particularly in the matter of condemning national advertisers for cancelling appropriations not only in the crisis through which we are now passing, but over the last three years.

That is an accusation which cannot be leveled against national advertisers in the tobacco classification, as is evidenced by a report in a recent issue of *Editor and Publisher*, trade paper of the newspaper business, that publishers are "apprehensive that the price war between the 'Big Four' on the one hand and the non-advertised ten-cent brands on the other would mean a slash in the amount of cigarette advertising."

Such a slash would mean a real body blow to newspaper publishers, whose income from national advertising has dwindled down to what they have been getting from the food and tobacco classifications. To be sure, there has remained a sprinkling of gasoline and oil schedules, but the automotive representation, which once dominated the national advertising field, has practically disappeared during the last three years, along with the radio, washing machines, drugs, cosmetics and the twenty other national advertising divisions listed by "Media Records."

Food and tobacco alone have remained through the depression.

Food and tobacco—is there any special significance in that connotation?

We think there is. We think that food and tobacco advertising have not dropped off in linage to the extent of other advertised products for the simple reason that food and tobacco consumption have not diminished to anything like the extent of those other products.

We think, further, that the reason for this much smaller decrease in food and tobacco sales lies in the obvious, but highly important, fact that food and tobacco are accepted today on an almost equal plane as necessities of life.

The automobile people have been saying for years that life's necessities in one, two, three order are food, shelter, and transportation, and they argued that people must buy, and continue to buy, motor cars. Have they continued to buy in the last three years? Not so Mr. Sloan or Mr. Ford or Mr. Chrysler could notice it. Sales in units in 1932 were just 30 per cent. of the sales in 1929—a 70 per cent. drop—and the drop in money value was just too distressing to figure.

No, the people didn't continue to buy; they didn't switch from the high-priced cars to the lower-priced models. They just didn't buy any kind of an automobile.

So it was with jewelry, furniture, candy and any number of other desirable products whose manufacturers fondly hoped for some degree of business, no matter how unfavorable conditions might become. In some of these lines business came to a standstill, giving the men in the industries affected megrims of a head-splitting character unknown to those in the tobacco industry.

Not that tobacco people have not had their share of headaches; on the contrary, tobacco men have suffered as they never expected to suffer; they have been taking it on the chin, but they have shown that their very product—tobacco—helps them to "take it" with a smile, whether that tobacco is in the form of a cigarette, a cigar, a pipeload, a wad in the cheek or even a pinch of snuff.

Just as it has helped men in its own industry to bear their troubles, so tobacco has been helpful during the depression to all others—rich and poor—highbrow and moron—grown people and the younger generation of both sexes.

The trials and tribulations of the last three years emphasized the importance of tobacco in our modern civilization, made it known more clearly for what it truly is—a comfort—a solace—a relaxation—a stimu-

(Continued on Page 12)

FOOD AND TOBACCO

(Continued from Page 10)

lant to a harassed mind—a means of escape from present worries—a brain clearer—an anodyne for shattered nerves—an antidote for discouragement—a chaser of melancholy—a prophylactic to ward off despair—an inspirer of courage in the face of pressing difficulties.

That is why tobacco takes its place beside food as one of life's necessities. That is why people didn't stop buying tobacco as they stopped buying automobiles and jewelry and candy, yes, even daily newspapers. They could get along without these other things, but they simply couldn't get along without tobacco. In fact, tobacco helped them along.

It is true that they economized as far as they could. The smoker of the expensive cigarette switched to a cheaper brand or got into the habit of hitting the pipe—but he didn't stop smoking. The smoker of one of the standard brands of cigarettes tried to tide himself over with one of the so-called depression fags—but he didn't stop smoking. And so it has been with the cigar smoker, the pipe smoker, the chewer, the user of snuff. As we have said, the net decrease in the consumption of tobacco has been comparable only with the net decrease in the consumption of food.

A lot of hullabaloo has been raised—and quite properly, too—over the action of The Great Atlantic and Pacific Tea Company, to give the culprit his full title, in establishing a cut-rate cigarette price which it would be suicidal for retail tobacconists to match. That is a business situation which must be remedied, and it is a pleasure to report that steps are being taken towards that end.

Yet, lamentable as it is in its effect on the owner of the corner cigar store, we must not be entirely unmindful of the fact that it was a powerful grocery chain, dealing in life's primal necessities which chose this method of attracting buyers to its stores at a time when those buyers were confining their purchases to the bare necessities. This is tantamount to an expression of belief on the part of what is perhaps the world's largest purveyor of foods that tobacco takes its place as one of life's necessities beside bread and butter, coffee, tea and milk.

These thoughts prompt another thought that perhaps all of us in the tobacco business have been so close to the details that we have lost sight of the immensity and tremendous present importance of the industry. We can't see the woods for the trees.

And thoughts like these may help the cigar man, in particular, to understand the just-published report of the comprehensive survey of the United States Tariff Commission. This report, issued after an intensive investigation covering several months, is entitled, "the Cigar Industry and the Tariff," and opens with these words, which may sound strange in these days to the manufacturers, distributors and retailers of cigars:

"A study of available statistics of production, consumption, imports, prices and costs indicates that the domestic cigar industry as a whole occupies a strong competitive position. With an annual production of about five billion cigars, the United States cigar industry is among the largest and most favorably situated in the world."

So let's close up our crying rooms, gentlemen, and do something to justify our stewardship of this wonderful industry.

Let's take a leaf out of President Roosevelt's book.

Any one of the leaves will do. They all read the same. Action!

GEE, IT'S SWELL TO HAVE FRIENDS!

Life has been no bed of roses for any of us during these past months, and particularly during these past weeks and days.

But there has been a pleasant side to the picture in the splendid spirit of co-operation which has been evidenced by our many friends in their offers to be of assistance.

This paragraph is to publicly express our grateful thanks to Samuel Greenwald, Philadelphia representative of the *Tobacco Leaf*, who called at the Tobacco World office and generously offered his services to help out in any way during the illness of the editor. We deeply appreciate this cordial evidence of his friendship and goodwill.

MIDDLETON HAS "LA MAGNITA" BRAND

Believe it or not, business was so thriving the morning The Tobacco World reporter called on John Middleton, 1211 Walnut Street, that he found it difficult to squeeze in a word with the boss or the energetic clerks. Here's hoping that's a permanent condition from now on. John did pause long enough to report that he has just become distributor for "La Magnita" cigars, manufactured by A. Siegel & Sons, New York City.

CASH POSITION OF WEBSTER-EISENLOHR INCREASED IN THE PAST YEAR

Webster Eisenlohr, Incorporated, reports for 1932 an operating loss of $70,671, exclusive of depreciation charges, losses of sales of leaf tobacco and incidentals, amounting to $259,334.18. Cash was increased during the year from $893,756.92 to $1,934,365.37, a substantial strengthening of the company's financial position.

With virtually no current debts and net liquid assets in excess of $3,800,000, Webster Eisenlohr, Incorporated, is prepared to render unusual service to the trade and the public, in the quality of its product and the scope of its promotional plans.

"Girard" and "Kenway," the two cigars which the company began to exploit late last year, are getting a good reception in the territories where they are distributed.

AND NOW "KUMSOF" SOAP FOR MILADY'S HANDS TO REMOVE CIGARETTE STAINS

It had to come, of course, and it's being sold in cigar stores—a soap to keep milady's hands free from nicotine stains. They call it "Kumsof," and that's a characteristically cute name for this cream hand soap, made by the Ditbro Research Laboratories, 164 Fifth Avenue, New York City. "Kumsof" comes in tubes, retailing at ten cents and twenty-five cents. Each tube is individually boxed, and the company supplies a handsome counter display carton of a dozen boxes.

YORK COUNTY PRODUCTION INCREASE IS 27 PER CENT. OVER JANUARY, 1932

After a steady diet of figures showing nothing but decreases, it is refreshing—and gratifying—to note that cigar production in the York County, Pa., district in January showed a gain of nearly 27 per cent. over the same month last year. Production of 39,044,895 cigars in the first month of 1933, compared with 30,822,642 in January, 1932, a gain of 8,222,252, or 26.7 per cent. And virtually all the output was in Class A, the big exception being 800,000 cigars in Class C.

Don't you get pipe hungry once in a while?

"I DON'T know why it is, but somehow or other thinking seems easier when you are smoking a pipe. I can fill up my pipe with Granger, and somehow just seem to see things clearer than at any other time.

"Don't know what it is about Granger, but it must be made for pipes—real pipe tobacco.

"Somehow, there's a flavor and aroma about Granger I never found in any other tobacco. When I pack my old pipe tight and good with these big Granger flakes, it's about the coolest smoke I ever enjoyed."

Granger is made for pipes

Trade Notes

John Wagner & Sons report a satisfying increase in sales of the five new popular sizes of their own controlled "Wagner" brand of quality cigars.

More good news. Increased demand for "El Producto" top sizes has forced the G. H. P. Cigar Company to run its Trenton plant at full time.

The Congress Cigar Company declared a regular quarterly dividend of twenty-five cents a share on the common stock of the company, payable March 30th to stockholders of record on March 14th.

Albert H. Gregg, managing director of Henry Clay and Bock & Company, is enjoying a well-earned vacation in the south, after his indefatigable work in connection with the opening of the new "Corona" factory.

"Just Tobacco" was the title of an interesting address delivered to the Detroit Rotary Club by William M. Mazer, vice-president of the Peninsular Cigar Company and manager of the Mazer-Cressman Cigar Company.

George Stocking, of Arango y Arango, manufacturers of "Don Sebastian" cigars, came to Philadelphia from Chicago last week and reported to John Wagner & Sons, distributors of "Don Sebastian," that this well-known brand is continuing to get a healthy share of the business.

ROSEDOR BRANDS NOW IN WILKES-BARRE

Manufacture of the numerous cigarette brands of the Rosedor Cigarette Company, of Brooklyn, have been begun at Wilkes-Barre, Pa., with the completion of consolidation of that company with the Penn Tobacco Company. In the Rosedor roster are "Bright Star," "Salome," "Salambo," "Rosita," "DuBarry," "Longfellow," "Bristol," "Methorets," "Gold and White," and "Royal Club."

X-RAY PRODUCES NEW TOBACCO PLANTS

RESULTS of a five-year study of the effects of X-rays on tobacco plants have been reported by T. H. Goodspeed, professor of botany at the University of California. The experiments, he said, have shown the possibility of producing a series of new species of both scientific and commercial interest.

Exposure of the male cells of the tobacco plant to X-rays for varying lengths of times, Dr. Goodspeed states, produces wide variations in the product of the seed causing, in some instances the growth of giant plants with larger and more numerous leaves. In others, the result is pygmy plants with flowers of unusual hue.

"We have touched less than a tenth of a per cent. of the possibilities in tobacco plant mutation produced by X-radiation," Professor Goodspeed said, "but we have opened up a great field of possibilities."

Attention now is being turned to the effect of other kinds of X-radiation upon relatives of the tobacco plant and upon cotton and wheat.

NORTH CAROLINA FIRST IN TOBACCO TAXES

DESPITE dwindling taxes from tobacco products, North Carolina again led the nation in production of cigarettes and manufactured tobacco in 1932, while Pennsylvania retained its lead in the manufacture of cigars and Kentucky forged toward the front in the cigarette tax, reporting an increase of $21,000,000 over 1931.

Reports of the Internal Revenue Bureau last week showed that in the last year North Carolina paid tax of $171,864,395 on cigarettes and $21,505,024 on manufactured tobacco. Pennsylvania paid tax of $3,693,773 on cigars. The tax paid by North Carolina on cigarettes compared with $215,841,193 in 1931 and with $23,459,435 on manufactured tobacco, Pennsylvania paid tax of $4,952,849 on cigars during the previous year.

The total collected from the cigar tax in 1932 was $12,562,288; on cigarettes, $310,573,823, and on manufactured tobacco $62,737,419. The cigar tax was off approximately $4,000,000; the cigarette tax was down about $30,000,000 and the tobacco tax decreased approximately $3,500,000.

Virginia ranked second in the cigarette tax with $83,073,211 and Kentucky third with $32,998,288, as compared with $11,466,411 in 1931. California reported cigarette tax of $8,243,032, a drop of nearly $3,000,000, while New Jersey reported $11,074,447, a drop of more than $3,000,000. New Jersey was second in cigar tax with $1,914,133.

Total tobacco taxes for 1932 amounted to $387,271,269, a decrease of approximately $37,000,000 for the year.

A decrease of nearly 10,000,000,000 in the number of cigarettes taken out of bond in the United States in 1932 as compared to 1931 was shown in a statement by the Internal Revenue Bureau.

The bureau said that in 1932 stamp taxes were paid on 103,585,888,866 cigarettes, as compared with 113,449,048,657 cigarettes tax paid in the preceding year.

The report showed that all tobacco products were off during the 1932 year, with tax being paid on 4,442,891,053 cigars as compared with 5,318,892,528 in 1931.

The snuff tax showed a levy on only 36,412,004 pounds as compared with 39,543,096 pounds the previous year. Tax was paid on 312,273,049 pounds of tobacco as compared with 327,995,697 pounds in 1931.

Playing cards also showed a slump, with tax being paid on 42,404,409 packs as compared with 48,683,657 in the previous year. The report showed that in May, June and July the tax was paid on the smallest number of packs of cards of the twelve months.

NEW PRICES DID BOOST FAG SALES

Today it's cigarette smoke that blows real encouragement to thousands. The recent cut in price of "Big Four" cigarettes came as welcome news to countless millions. Due to general economic conditions, many had been forced to "cut down" their smoking. Now they are once more able to gratify their taste.

Inevitably, upon the heels of the new price for standard cigarettes, followed an increased demand for them, which stimulated activity all along the line, in the cigarette and allied industries. Unknown workers, who contribute their share to the many and varied steps in the making and distribution of the modern cigarette, are finding more and longer employment—are busier than formerly because of the new price.

★ ★ ★ ★ ★ ★ ★

B&W

gives the *dealer* a fair break!

IN these days of price wars and lean profits it is well to remember two things which Brown & Williamson does for all its dealers:

1. All B & W products are priced fairly and Brown & Williamson does nothing to encourage dealers in cutting prices on B & W products to their customers.

2. B & W dealers enjoy a *better-than-average* % of profit from the full line of tobacco products which fill every smoking need.

Some of the leaders in the B & W line are shown below. Your jobber will supply you.

BROWN & WILLIAMSON TOBACCO CORP., LOUISVILLE, KENTUCKY

News from Congress

(Continued from page 8)

cerns, 521 in public utility organizations, 301 in other banks, and 287 in insurance companies.

Adding to these another sixteen, he said, the twenty-four banks are found to hold a total of 6250 directorships in various corporations.

The Chase National Bank alone, the Senator asserted, has 236 directorships in manufacturing corporations, the list of which comprises every important productive industry in the country; 262 in miscellaneous corporations, 133 in transportation companies, seventy-three in public utilities, sixty-nine in other banks and eighty-two in insurance companies.

"It demonstrates very clearly, in my judgment, that the control of all the business of the United States is drifting rapidly toward corporations," he told the Senate. "Especially when we consider the development and the advance that has been made in this control, it demonstrates, it seems to me, that all of us soon will be hired men, working for some corporation.

"We are gradually reaching a time, if we have not already reached that period, when the business of the country is controlled by men who can be named on the fingers of one hand, because those men control the money of the nation, and that control is growing at a rapid rate."

Introduction in the House of Representatives on the first day of the special session of the new Congress of more than 3000 bills indicates that efforts will be made to enact much legislation, covering many subjects, unless the session is confined to consideration of vital problems at the demand of the President and House leaders.

The great bulk of the bills were private measures, most of them dealing with pensions, but several hundred pertaining to public matters were introduced, many of them on subjects of importance to the business community.

Included in the measures of the latter type was a bill by Congressman Fulmer, of South Carolina, providing for the establishment and maintenance of a tobacco experiment and demonstration station in Sumter County, South Carolina, and bills prohibiting the sending of unsolicited merchandise through the mails, repealing the tax on bank checks and restoring the two-cent rate of postage on first-class mail.

None of these measures will be given any consideration until the major matters of the session have been disposed of.

The Federal Trade Commission on March 11th announced the dismissal of a complaint charging the American Cigar Company, New York, with alleged violation of the Federal Trade Commission Act.

Representative Celler, of New York, on March 10th reintroduced in Congress the resolution submitted shortly before the end of the last session, authorizing the Federal Trade Commission to investigate the practices of the American Tobacco, P. Lorillard, R. J. Reynolds and Liggett and Myers companies and the Atlantic and Pacific Tea Company with respect to recent reductions in the price of cigarettes.

Under the terms of a bill introduced by Representative Kerr, of North Carolina, the export of tobacco seed and plants, except for experimental purposes only, would be prohibited.

CAMPAIGN ON "VAN DYKE" CIGAR IS MODEL OF TIMING AND RESTRAINT

PRAISE from Sir Hubert'' is embodied in a feature article in the March 9th issue of *Printer's Ink*, commending the General Cigar Company's newspaper advertising campaign on the new "Van Dyke 1932" as something more than just another five-cent cigar.

"Competition in this field is intense," writes Andrew M. Howe, author of the article. "At the present time about 86 per cent. of all the cigars sold in this country are retailing at five cents each or less. Just another five-cent cigar could not be expected to make much headway. While the principal emphasis in recent cigar advertising has been placed upon price, practically all of the old standby claims have been used and reused in a great many ways.

"Cigar smokers have become accustomed to reading and hearing extravagant claims of freshness, flavor, mildness. It was obvious that something a little different in the way of an appeal would have to be used if the new 'Van Dyke' was to make any headway. But first came the matter of distribution.

" 'It's a mistake,' says William Best, vice-president of General Cigar, 'in most instances to try to force distribution with advertising. We believe that a product should be available through a reasonable number of retail outlets before any national advertising is used. If we advertise a cigar and the man who reads that advertisement is unable to get it at his corner cigar store we have wasted some money. If the product is worth selling, if it is ever to win a permanent place for itself, it should be possible to get distribution first. If it won't sell without advertising, it won't sell at all. Advertising, in our estimation, can only push the sales of a good product on to new peaks.' "

Following this principle, the General Cigar Company has established the distribution and then followed with the advertising. In Chicago, for example, a crew of nineteen salesmen worked the territory from January 3d to February 18th and placed the "Van Dyke" in 11,666 places. This does not include individual stores in such chains as United, which undoubtedly would bring the total to more than 15,000 outlets.

The copy makes no claims. It puts the question directly up to the customer. It is asking each one to say for himself what there is about the "Van Dyke" which appeals to him. The advertisement thus contains a subtle compliment, offering a challenge to smokers to judge the merits of the cigar. And it means a sale of at least one cigar.

"Cast your ballot for your favorite feature," reads the copy. "To show our gratitude we will send every voter a modest token of appreciation."

Ballots have been coming in at the rate of several hundred a day since the advertising started. The peak day for returns was on Thursday following the appearance of the first advertisement on Sunday, when a total of 2500 ballots was received.

The "token of appreciation" is a box containing three of the cigars.

"This campaign," concludes *Printer's Ink*, "is notable for its timing and restraint. First of all, the company made certain that its distribution was as nearly 100 per cent. as possible before breaking the advertising. Secondly, it refrained from making sensational claims of quality or featuring the low price, thus lifting the cigar and its advertising out of the rut of competitive advertising."

COMMON SENSE

The importance of attractive and dependable containers for fine cigars is recognized by the progressive cigar manufacturer.

Generally the brands that are increasing their goodwill in this present analytical market are packed in the *new improved AUTOKRAFT cigar boxes.*

Cigar Manufacturers who have not investigated the value of the merits and economies of the splendid and inviting package may obtain complete details promptly by addressing the AUTOKRAFT BOX CORPORATION.

Phila., Pa.
Hanover, Pa.
Cincinnati, Ohio

AUTOKRAFT BOX CORPORATION
LIMA OHIO
A Nation Wide Service

York, Pa.
Chicago, Ill.
Detroit, Mich.
Wheeling, W. Va.

REYNOLDS TOBACCO CO. DISCLAIMS MAKING ANY AGREEMENTS WITH CHAIN STORES

That the R. J. Reynolds Tobacco Company did not initiate either of the recent reductions in cigarette prices, and has not entered into any agreement whereby chain stores are allowed special discounts or rebates on "Camels," were two averments in a formal statement issued by S. Clay Williams, president of the company. The statement follows:

"To reports that some wholesalers and retailers of tobacco products are interested in learning whether we made or were party to any agreement under which immediately after cigarette prices were reduced a certain chain store offered a popular brand affected by the cut at ten cents a package, we are advising such of our customers as inquire that we did not initiate either of the recent changes in cigarette prices but followed to meet competition and that we had nothing whatever to do with the retail price established by the chain grocery store; nor does this company sell its goods to that chain at any lower price than to other customers, nor does it in any way make that chain any other allowances, rebates or concessions of any character whatever, either directly or indirectly. It is our desire at all times that our customers enjoy a proper profit in the handling of the product of this company as indicated by our long established merchandising policies to which we continue to adhere faithfully."

QUID PRO EWE

A bulletin recently issued by the Dominion and Provincial Departments of Agriculture of the Dominion of Canada recommends the feeding of tobacco to sheep as a means of reducing the number of stomach and intestinal parasites that cause damage to the flocks.

Baa! baa! black strap.

TOBACCO TRADE ORGANIZATIONS

TOBACCO MERCHANTS ASSOCIATION OF UNITED STATES

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Headquarters, 341 Madison Ave., New York City

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MAX JACOBOWITZ, 84 Montgomery St., Jersey City, N. J.	Secretary

Tobacco Merchants' Association Registration Bureau,

341 Madison Ave. NEW YORK CITY

Schedule of Rates for Trade-Mark Services Effective April 1, 1916.

Registration,	(see Note A),	$5.00
Search,	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS

DEPRESSION SMOKERS:—46,163. For cigars. February 2, 1933. E. B. Strickler, York, Pa.

FACTORY LEFT OVERS:—46,166. For cigars and tobacco. January 7, 1933. E. Snyder & Son, Hampstead, Md.

TRANSFERS

LA FLOR DE F. BOLANO Y CA.:—21,696 (Tobacco World). For cigars, cigarettes and tobacco. Registered February 20, 1911, by F. Bolano & Co., Chicago, Ill. Through mesne transfers acquired by C. G. Wilson, Inc., New York, N. Y., and transferred to Karl O. Nesslinger, New York, N. Y., February 6, 1933.

DOLORES:—21,937 (U. S. Patent Office). For cigars. Registered August 3, 1920, by C. B. Henschel Mfg. Co., Milwaukee, Wis. Transferred to Consolidated Litho. Corp., Brooklyn, N. Y., and retransferred to Bayuk Cigars Inc., Philadelphia, Pa., December 21, 1932.

LA FLOR DE FRANCISCO BOLANO Y CA.:—21,695 (Tobacco World). For cigars, cigarettes, cheroots and tobacco. Registered February 20, 1911, by F. Bolano & Co., Chicago, Ill. Through mesne transfers acquired by C. G. Wilson, Inc., New York, N. Y., and transferred to Karl O. Nesslinger, New York, N. Y., February 6, 1933.

A-GAIN:—42,992 (T. M. A.). For cigars. Registered January 24, 1933, by William S. Swift, Hellam, Pa. Transferred to C. B. Myers & Co., Red Lion, Pa., February 15, 1933.

"YOU CAN BUY 'EM HERE, BUT YOU CAN'T SMOKE 'EM HERE," SAYS ASCO

"Gems," a private brand of cigarettes retailing twenty for nine cents and eighty-nine cents a carton, are made exclusively for the American Stores Company, of Philadelphia, by Stephano Brothers, of the same city. The American Stores concern operates nearly 3000 grocery stores, about half of which are in Philadelphia and the rest in Eastern Pennsylvania, Southern New Jersey, Maryland and Delaware. Stephano Brothers are the manufacturers of the well-known "Rameses" brand and the more recent success, "Marvels."

In its territory, the "American" organization is A. & P.'s principal competitor and has gone into cigarette selling on the "Big Four" brands almost as extensively as A. & P., putting the ten-cent price into effect simultaneously with the latter.

Yet in the halls and offices of "American" headquarters in Philadelphia are numerous signs warning all and sundry that smoking is positively prohibited in the building, in the offices and in the company's stores.

In other words, "you can buy 'em here, but you can't smoke 'em here."

WILLIAM D. GALBRAITH DEAD

William D. Galbraith, for sixteen years with the Opperman Cigar Company, Morrisville, Pa., and also a former employee of the W. H. Straus & Company tobacco firm, died March 2d. He was seventy years old, and is survived by his widow, a daughter and five sons.

Classified Column

The rate for this column is three cents (3c.) a word, with a minimum charge of seventy-five cents (75c.) payable strictly in advance.

POSITION WANTED

CIGAR FACTORY SUPERINTENDENT. MORE THAN 20 Years' Experience With One of the Largest Manufacturers. Hand work or automatic machines. Address Box 560, care of "The Tobacco World."

FOR RENT

OFFICE AND FLOORS FOR CIGAR MANUFACTURING OR STORAGE—No parking restrictions; good location; low rent; freight elevator and loading platform. Will divide. Metals Coating Company of America, 495 North Third Street, Philadelphia.

HAVANA CIGARS

OLD MANUFACTURING FIRM OF HAVANA QUALITY CIGARS will serve orders in any quantity to discounting dealers, at profitable prices. Satisfaction guaranteed. Address for particulars "Fair Dealing", Box 1168, Tampa, Fla.

OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
BETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS
FRIES & BRO., 92 Reade Street, New York

"PLEASE" BECOMES INTERNATIONAL WORD

Tourists, trade and the World War have made "please" an international word. In Paris, Berlin, Venice, Vienna, on the Riviera, or in almost any other of the world's famous gathering places, "please" will usually get immediate attention.

It is interesting to note that a leading cigarette manufacturer is calling attention to this fact in the current advertising which is appearing in newspapers throughout the country. The advertising, illustrated by scenes from various famous gathering places, points out that "in every corner of the world, both here and overseas, wherever you find joy in life, 'tis always 'Luckies, please,' " and explains how fine tobaccos and toasting impart character and mildness to these cigarettes.

Since tobacco is a native American product, it is fitting that American cigarettes, representing the latest and perhaps the great development in tobacco manufacture should be known the world over for their quality, and that people everywhere should reach for them. Following the discovery of America, the use of tobacco as a solace and a comfort spread rapidly over the world. Tobacco is one of the American products almost universally used, so that today leaf tobacco and its products constitute an important item in the foreign trade of the United States.

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APRIL 1, 1933

VOLUME 53 No. 7

THE TOBACCO WORLD

COMMON SENSE

The importance of attractive and dependable containers for fine cigars is recognized by the progressive cigar manufacturer.

Generally the brands that are increasing their goodwill in this present analytical market are packed in the *new improved AUTOKRAFT cigar boxes.*

Cigar Manufacturers who have not investigated the value of the merits and economies of the splendid and inviting package may obtain complete details promptly by addressing the AUTOKRAFT BOX CORPORATION.

Phila., Pa.
Hanover, Pa.
Cincinnati, Ohio

AUTOKRAFT BOX CORPORATION
LIMA OHIO
A Nation Wide Service

York, Pa.
Chicago, Ill.
Detroit, Mich.
Wheeling, W. Va.

PUBLISHED ON THE 1ST AND 15TH OF EACH MONTH AT 236 CHESTNUT ST., PHILA., PA.

After all nothing satisfies like a good cigar

WOODEN BOXES

Are the Only Natural Humidor for Cigars.

Pack your cigars in wooden boxes and preserve their delicate aroma, mellowness and flavor right up to the time they are passed over the counter to the customer.

Discriminating cigar smokers prefer to select their favorite brand from a wooden box—and it's good business to cater to the dealer and consumer by packing your cigars in wooden boxes.

WHEN BUYING CIGARS
Remember that Regardless of Price
THE BEST CIGARS
ARE PACKED IN
WOODEN BOXES

Volume 53

THE TOBACCO WORLD

Number 7

Established 1881
TOBACCO WORLD CORPORATION
Publishers
Hobart Bishop Hankins, President and Treasurer
Gerald B. Hankins, Secretary
Published on the 1st and 15th of each month at 236 Chestnut Street, Philadelphia, Pa.
Entered as second-class mail matter, December 22, 1909, at the Post Office, Philadelphia, Pa., under the Act of March 3, 1879.

$2.00 a Year | PHILADELPHIA, APRIL 1, 1933 | Foreign $3.50

Editorials Not By The Editor

IT gives us very great pleasure to report that the responsible editor of THE TOBACCO WORLD is now happily convalescent from the serious illness that snatched him away from the editorial helm and catapulted into his sanctum the pinch-hitters who took such liberties with the March 15th issue. He will, in all likelihood, be back on the job for the next issue, which ought to be just as welcome news to the readers of this publication as it is to his grateful family and friends.

Meanwhile the smart-aleck pinch-hitting editors have taken upon themselves the pleasant chore of unburdening themselves again in this number. They hope you will get as much out of reading it as they are getting out of producing it.

As we suspected, there was a difference of opinion about our previous effort. This doesn't greatly disconcert us, because we believe there is much substance in the "Oh, well, you can't please everybody" alibi of Jack Benny, who is now on the air for, let's see, well, anyway, we hear him every week on the radio and he's advertising something, maybe it's some cigar or cigarette. The same difference in taste was immortalized many years earlier in the old nursery rhyme, "Pease porridge hot"—you remember, some like it hot, some like it cold, some like it in the pot nine days old.

But the real gratifying fact that emerges from a consideration of all the comment—written and telephoned and spoken in person—is the certainty that the retailers and jobbers who subscribe to THE TOBACCO WORLD read it from cover to cover. It is with a new sense of the responsibility entailed by this close allegiance of our readers that we have prepared this present issue for their enlightenment and entertainment.

SOME of our friends have in the months gone by insisted that what the country has needed is spiritual leadership. We have not ridiculed the idea, but we have not taken it as seriously as our friends have intended that we should.

We now concede the point. The spirit in the March 15th issue was entirely due to an outburst of friendship which we had never counted upon. The help that came to us was something that money could not buy. And it had a spiritual background.

DID the pinch-hitting editors go wrong? We'll say they did. While looking straight at the article in *Printer's Ink* about the "Van Dyck" cigar, we went haywire and wrote the brand name phonetically (did we?) "Van Dyke." We extend our apologies to the General Cigar Company. Given time, we hope to live it down. We assure the manufacturer that both the person who wrote the head for the article and the pinch hitter who developed the story will long remember the spelling of the General Cigar Company's brand, "Van Dyck." (Aside to Messrs. Best and Rubin, of the General Cigar Company, and Mr. Singer, of the Federal Advertising Agency—thanks for your indulgence.)

SOMETHING should be done about the present cost of first class postage. To the man who writes only a few letters a week it is of small concern, and he probably feels that in paying three cents for a stamp instead of two cents that he has performed a patriotic duty.

But business must go on. The mail must go through. Business houses with important messages to customers want their correspondence delivered promptly. But when hundreds and thousands of letters may be involved the increased tariff of 50 per cent. becomes an important item in office overhead.

There is a stagnation in first class mail and it is our conviction that this most important contribution to the normal conduct of business has had the brakes put on entirely because of the raise in first class postage rates.

Numerous organizations are responsible for an attempt to have the two-cent postage rate restored. Any appeals to our readers, having for their direct object the restoration of the two-cent stamp for first class mail, should receive their whole-hearted support.

In view of the present deflation in almost everything it is hard to understand how Congress can maintain the viewpoint that business correspondence can be carried on profitably with a 50 per cent. increase in the cost of first class mail. There is evidence in almost every business office that this postage tax has cut definitely into the usual flow of both incoming and outgoing correspondence.

A MOVEMENT is afoot in Philadelphia to promote The Retail Cigar Stores Association of Philadelphia, composed of retailers who deal in tobacco products as their principal source of livelihood, and not as a sideline or adjunct to some other business. The Tobacco World is, as always, in favor of any well-directed, honest effort to further the best interests of the trade and passes along to the sponsors of the new organization the friendly word that they can be successful in safeguarding the interests of the tobacconist only by adhering to that single purpose, and not allowing themselves to be diverted to cross-purposes, as have similar movements in the past.

ON the principle that it is well to get the facts, or the facts will get you, we are compelled to relay to you the information that cigar withdrawals continue to decline, the United States figures for February showing a decrease of 17.34 per cent. over the same month of last year. But, on the equally well-tried principle that even the slightest encouragement is good for our souls, we hasten to add that Class E cigars show a gain of nearly 5 per cent. and cigarettes a gain of more than 2¼ per cent. To add some unofficial encouragement on our own hook, we make bold to predict a gratifying reflection of the President's surprise message on beer in the March and April figures. There ought to be at least a 3.2 per cent. improvement after April 7.

AS WE happened to be the pinch-hitting editor who waded into radio advertising in the March 15th issue of The Tobacco World, and inasmuch as we are the father of two girls aged ten and eleven respectively, we want to add another paragraph or two relative to our comment concerning the "thrillers" on the air.

The editorial was written on the night of March 11th. The lady who drives the car had just brought us home from a visit to a sick friend. The hour was fairly late. For about the twentieth time in three months the opening of the front door was simultaneous with the radio shrieking, "I'll have your life's blood for this night's work, Jack Dalton—Bang! Bang!" and the patter of feet dashing up the stairs.

It was then that we brought out the Corona and proceeded to relieve ourselves of just a few of our grievances against the radio. In the midst of the typewriting, we jumped up for a pencil to make a correction. Our dressing gown caught the typewriter table, and upset it, and the latest word from the repair department is that while it is not a total loss, the estimated cost of fixing the typewriter so that it will work again will be about 50 per cent. of the original purchase price. All of which didn't, and doesn't, improve our opinion of the sponsors of radio melodrama.

Another of the pinch-hitting editors has just called our attention to an article on page 32 of the March 18th issue of *The Literary Digest*, captioned "Mothers Fighting the Radio Bogies." This story relates that just as we predicted, parents and teachers have started a crusade against the "thrillers" of the air.

But we are amused at the quotation from the *Philadelphia Record* in which some cynic wants to know why mothers are powerless to shut off the radio, and why they must appeal to the broadcasters themselves?

We'll bite. Why?

One answer might be that mothers and fathers are not always at home seven nights in the week to censor the radio.

If we can take a leaf out of our own experience of more than twenty years, we would say that it is our conclusion that when there is some cleaning up to be done in any industry, it is far more profitable and satisfactory for the people engaged in that business to make the necessary effort themselves rather than to have it done by legislation or by a commission that usually doesn't know anything about the problem.

And if the parent-teacher associations of the country ever set out in earnest to put an end to this type of radio ballyhoo, the broadcasting companies, and more particularly the radio advertisers, are going to make the front page along with banks, beer and bonds.

And we will make one guess as to who will win.

WITH becoming modesty, the pinch-hitting editors "take a bow" and utter their thanks for all the comments from readers regarding the March 15th issue of The Tobacco World. We are just as thankful for the criticisms as for the congratulations. Rookies though we are, one salutary lesson we have learned from the veteran editor is that the worst reflection on a publication is to be greeted with "thunders of silence" from its readers. The tobacco people who subscribe to this publication are certainly not silent. When they like something appearing in the paper, they are good enough to tell us. And when they don't like it, they don't hesitate to burn us up. If we were in the habit of using "high-hat" jargon, we'd call that "reader responsiveness"—but here we are getting commercial, like the radio announcers.

What we started out to say was that you'd probably like to read a few of the comments from readers on our last issue:

"Your work was fine, with the exception of one item—'a glass of beer, a plate of pretzels and a cigar.' How about the cheese?"—*A Lancaster, Pa., reader.*

"Congratulations! The straight-from-the-shoulder stuff you say you got off your chest gave mighty fine enjoyment to every Tobacco World reader. Come again! Thanks for the pat on the back you gave our editor. 'A little encouragement now and then is relished by the best of men,' as Shakespeare or Ring Lardner might have said it."—*A. Jos. Newman.*

"I enjoyed reading the March 15th issue, and I think you would do well to continue such work."—*E. A. Kline.*

"One of the livest issues I ever read of yours or any other of the trade papers. More power to your pen!"—*Walter L. Katenstein.*

(Continued on Page 12)

"First Refuge of a Stupid Business Man"— That's Price-Cutting!

WHAT price price-cutting?

In the entire history of the industry no question has so completely agitated the tobacco trade—manufacturers, wholesalers and retailers—as the universal query regarding the ultimate outcome of the hysterical price slashing which has threatened to switch an honorable, common sense policy of doing business at a fair profit to one of doing business for fame or glory or fun or what have you.

There was nothing to be worried or concerned about in the few isolated cut-rate tobacco and novelty stores that sprang up some years ago in the large centers of population. And the industry was not greatly perturbed when to these "cheap-John" stores were added the individual and chain "carryalls" known as drug stores (save the mark!), because these, too, were mainly located only in the central business sections of the big cities.

But when a big grocery chain like the A. & P. boastfully advertises its pride in being "first" to set a ten-cent price for the four biggest selling cigarettes, knowing that the local community chains will blindly follow their lead, it is something else again, because this action brings cut-rating into every residential neighborhood of every big city, town and hamlet in the country.

Small wonder that the trade in general, and the retailer in particular, is exercised.

Small wonder that the tobacco dealers are organizing in every center in an effort to protect themselves, just as they are organizing in Philadelphia, as reported editorially in this issue.

And small wonder, too, that dealers are looking forward hopefully to even the problematic good results of the Capper-Kelly Bill, which, as recorded in our Washington letter, also in this issue, may be included in the "New Deal" of President Roosevelt's administration.

Still another item, elsewhere in this publication, serves to show that, to paraphrase Lawrence Sterne, "they order these things better in England." If there were an anti-price-cutting law here, and if the damages and costs were relatively as great as those imposed on the lone retailer in the British case, the fines collected from price-cutters would be comparable to the expected revenue from beer taxes after happy days are here again.

"Every time there is a price war some one wins—and some one loses," says the March issue of *The Canadian Cigar and Tobacco Journal*. "The winner is, of course, the man that smokes the tobacco, while the losers are the manufacturers, wholesalers and retailers, whether they started the price war or not.

"In the United States right now the tobacco industry—more particularly the cigarette end of it—is in a chaotic state, due to a big time price war. People in the Canadian industry can thank their lucky stars that we have business brains enough to keep trading on a sound basis and courage enough to hold to a principle in spite of any and all pressure.

"Constant pressure is being applied to break into lower priced tobacco products. Retailers, wholesalers and manufacturers' representatives are constant in their appeal that sales would soar if such and such a brand were cut. There are always people who are looking for an easier way to get sales. These are the shortsighted folk who rush in where the proverbial 'angels fear to tread' and frequently emerge sadder but wiser by the experience. Knowing the facts, there is not a tobacconist who would wittingly become involved in a situation similar to the one in the United States, as the result is simply a mess, with terrific losses to the manufacturers and wholesalers, running over $100,000,000, and with independent retailers being forced out of business right and left.

"The present situation is undoubtedly the most critical that the American market has ever faced, as it is costing the makers a fabulous sum and driving hundreds of retailers to the wall.

"Representations are being made to the United States Federal Trade Commission and members of Congress have been appealed to. They are asked to sponsor some action that will bring the crisis to an end. In the meantime other branches of the trade are suffering from the pinch. Cigars and other lines are dropping in sales due to the extremely low prices for cigarettes.

"Cigar manufacturers are manifesting grave concern over the present cigarette situation. They feel that with cigarettes at new low prices cigar consumption will probably suffer a further setback. It is also regarded as inevitable that the credit situation in the retail trade, which has been steadily growing less favorable during recent years, will become an even more serious problem.

"Whatever may be our problems in the Canadian market, we are at least comparatively free from this type of competition. The recent change in prices, brought about through a reduction in taxation, was not unaccompanied by some heartburn, but, broadly speaking, the change was brought about with but trifling upset to retail business. We retain our even keel and can face the future with some assurance that business is going to give us an even break."

It may be significant that the first definite action in Philadelphia was taken by a wholesale grocery organization in the shape of the following notice:

"We are suggesting a minimum retail price at which specials we offer can be advertised and sold. We do not object to you getting more, but we believe it is for the best interests of our organization that our grocers do not cut against each other. We trust that this will meet with your approval in the interest of stopping cutthroat competition among our grocers."

As everyone knows, price-cutting today is not confined to the tobacco and grocery businesses. It is a cancer that seems to be affecting all lines of business. A recent experience of one of the editors of The Tobacco World is interesting in this connection.

He is a repeat purchaser of a well-known type of razor blade sharpener which sells for a dollar. Having occasion to buy one recently and finding none in stock at his neighborhood drug store, he wrote to the manufacturer, who suggested several names of dealers. But the editor, stopping the other day to buy a maga-

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(Continued on Page 16)

Notes About Folks Who Are Going Places

New York tobacco men had the pleasure of greeting Ralph Graham, of Wengler & Mandell, Incorporated, on his short visit there last week.

Those well-known Frings of the well-known Frings Brothers—Jules and Victor, Jr.—were recent visitors to the wholesale district in New York.

Water Street, New York, now knows more than ever about Bold success since last week's visit there of the Bobrows, Harry and Charles.

Thoroughly rested after his short vacation in the South, Albert H. Gregg, president of the American Cigar Company, has returned to his office in New York.

Having completed his circuit of the Middle West trade, Otto Schneider, sales manager of Corrla, Wodliska y Ca., is back at his New York desk.

Bayuk Cigars, Incorporated, has declared a regular quarterly dividend of $1.75 per share on the first preferred stock of the company, payable April 15 to stockholders of record March 31.

Friends of R. H. Bythiner, of E. Rosenwald & Brother, were glad to learn of his recovery from his recent operation. He has returned to New York after a trip to Havana and Tampa.

A business trip across the continent and back was ended last week with the return to Brooklyn of G. R. Wilson, of the Continental Briar Pipe Company.

Old Dominion Tobacco Company, of Norfolk, Va., is forging ahead in Bayuk Phillies sales. The company was recently assisted by G. L. McGreevy, Bayuk salesman.

The Santaellas of Tampa—Mr. and Mrs. Antonio Santaella and their daughter—are in New York on a short visit.

Joseph F. Cullman, Jr., president, and all other officers and directors of Webster-Eisenlohr, Incorporated, were re-elected at the annual meeting of the company.

C. D. Arthur and D. F. Green have been elected directors of Liggett & Myers Tobacco Company, succeeding J. C. Widman, deceased, and L. F. Fuller, the latter remaining as counsel for the company.

Three tins of Half and Half smoking tobacco and a fifty-cent pipe, all for fifty cents—this retail combination made possible by a new deal recently introduced by the American Tobacco Company, is proving highly successful in the territories where it is in operation.

Paul Christian, well remembered in tobacco circles as former vice-president of the Consolidated Cigar Corporation, has become vice-president of Fletcher & Ellis, Incorporated, New York advertising agency. He was also formerly a partner of the L. H. Hartman Company.

Benjamin Schwartz, of Waitt & Bond, Incorporated, has returned from Havana and is again keeping 'em busy at Newark.

Joe Williams, sales manager of the Scranton Tobacco Company, along with J. A. Hausan, were visitors at Bayuk's recently.

The F. W. Woolworth chain of "five and dime" stores will not sell cigarettes. And they won't give 'em away, either.

The Mi-Hogar Cigar Corporation has chosen Schwab & Beatty, New York advertising agency, to promote its New Havana Secret Cigar.

A bill repealing its 1929 act, which banned tobacco advertising on poster bulletins, car cards and similar media, has been passed by the Utah Legislature, and it is expected that the Governor will sign the bill.

H. D. Soyster, of the Bayuk sales department, is co-operating with W. H. Strouse & Company, of Johnstown and Altoona, Pa., who are doing a very good job on the Bayuk brands.

The bill before the Delaware General Assembly to impose a 5 per cent. tax on gross receipts of tobacco and snuff was stricken from the calendar by request of Senator Cannon, of Seaford, author of the bill.

Before its introduction generally, a thorough test has been given in the Minneapolis-St. Paul territory to Kool, the new menthol-treated cigarette, produced by the Brown & Williamson Tobacco Corporation, Louisville, Ky.

Everywhere you go these days, you will find a Bayuk executive who does not have to be coaxed to talk about the present great popularity of Phillies. Harvey Hirst was spreading the glad tidings in New York last week.

A. Joseph Newman, vice-president and general sales manager of Bayuk Cigars, Incorporated, has returned from his midwestern trip, full of enthusiasm over the present activity in Bayuk Phillies and the outlook for continuous good business.

That peculiar and effective kinetic quality which has characterized El Producto copy and layouts for lo these many years, is again in evidence in the spring national advertising campaign of the G. H. P. Cigar Company, Philadelphia. This, the sixteenth consecutive national spring program, will run for three months.

B. G. Meyer, chairman of the Associated Cigar Manufacturers' Legislative Committee, will have charge of the activities of the association at the Senate hearings on the Farm Relief Bill, in the absence of John H. Duys, president, who will be in Amsterdam attending the spring series of Sumatra tobacco inscriptions.

Distributor Offers New Merchandising Plan To Give Dealers Fair Profit

A NEW DEAL—Independent Brands for Independent Dealers" is offered by one of the important distributors of the east as his solution of the problems arising from the present epidemic of price-cutting and price-reducing. Ten brands of cigars are included in his original presentation to dealers, with the promise that other forms of tobacco products and smokers' accessories will be offered later on the same basis. These brands will be controlled absolutely by the distributor and will be placed for sale only with the merchant who is interested in building a profitable cigar business for himself, with the assurance that his efforts will not be destroyed later on by chain stores or other similar destructive price competition.

In presenting the New Deal to the retailers, this distributor points out that, while the Government, under existing laws, cannot stop anyone from selling his merchandise at a loss, it will not stop the retailer from making a reasonable profit on what he sells.

The plan, in a nutshell, is for the dealer to sell merchandise that he can make a profit on, and, at the same time, have the satisfaction of knowing that no other dealer is going to cut his price on it.

"We believe," says the distributor, in outlining the details of the New Deal, "that the cigar business can again be made profitable, but that a new start under a new plan is necessary, and, with your help, we are sure it can be done.

"In preparing 'Independent Brands for Independent Dealers,' we have taken into account various types of cigar smokers and in these new lines we believe every class of smoker will find a cigar suited to his taste and pocketbook."

The main features of the new merchandising idea are:

The distributor consigns the merchandise on a consignment agreement; the dealer makes no investment.

Every thirty days the dealer pays for what he has sold.

The distributor takes back what the dealer cannot sell.

Independent brands are described as the dealer's own brands, at no risk and a sound profit to him.

The distributor will help the dealer to sell the merchandise. Independent brands sales promotion salesmen will help to build business on the listed brands by sampling and other sales promotion work.

There will be no chain store competition.

The dealer's customer will be better satisfied because he knows that the price is uniform with that of other independent brand dealers.

A slogan of the campaign will be, "Honest Value at Let-Live Prices."

The sponsors of the plan predict that co-operation among independent brand dealers will take the "headache" out of the cigar business for them and put it on an entirely new basis.

The co-operation which the distributor asks of each independent brands dealer is listed under the following heads:

"Give independent brands the best display in your store and windows.

"Give independent brands your best salesmanship.

"Give other independent brands dealers your full co-operation and support to make these brands a success.

"Give us your full co-operation to put the cigar business on a sound and sensible price basis.

"Give us 100 per cent. support to carry out the price schedule, at which independent brands are sold at retail.

"And last, but not least, when we present our account, give us our money for the cigars sold, promptly.

"We believe you are just as much interested in getting fair and proper pay for the time and money put into the business as we ourselves are, and if our proposition appeals to you as being sound and reasonable, give us your support 100 per cent. in putting it across.

"Remember, under our plan you are protected against cutthroat competition and assured of a good profit on every sale, with no possibility of loss, and without the investment of one penny by yourself."

AMERICAN TOBACCO COMPANY ANNUAL REPORT SHOWS NET EQUAL TO $8.46 A SHARE

Net income of the American Tobacco Company for 1932, after deducting depreciation and taxes, amounted to $43,267,083, according to the annual report, compared with $46,189,741 for the previous year. Net earnings on Common and Common B stock were $8.46 per share.

Dividend payments during the year totaled $28,445,535 on $118,523,650 of Common and Common B stock and $3,161,982 on the $52,699,700 in 6 per cent. preferred stock outstanding.

Total assets of $303,621,088 were reported, and liabilities of $185,513,471, leaving a surplus of $118,107,617, an increase of $11,659,567 over the previous year.

Cash on hand totaled $46,459,628, almost double the figure of $26,810,061 at the end of the previous year and three times that on December 31, 1930. Holdings of stocks and bonds, principally permanent investments in affiliated companies, were valued at $51,773,268. This compares with $64,003,692 in 1931, and $43,872,065 in 1930. Affiliated companies owed the parent company $676,155, a decline from similar indebtedness of $17,099,125 the previous year and $10,674,708 in 1930.

Inventories of leaf tobacco, manufactured stock, operating supplies, etc., at cost amounted to $114,137,236, compared with similar supplies valued at the end of 1930 at $108,237,557 and of 1931 at $98,137,108. This reflected the company's policy of increasing its purchases last year to aid in creating an extra demand for the products of farmers.

SWEENEY RESIGNS FROM EISENLOHR

News of the resignation of John P. Sweeney as general sales manager of Otto Eisenlohr & Brothers, Incorporated, division of Webster-Eisenlohr, Incorporated, reached the editorial offices of THE TOBACCO WORLD just as this issue was being put on the presses. Efforts were made to get in touch with Mr. Sweeney to learn the nature of his future plans, but he could not be located within a few moments of press time.

John B. Williams, an Eisenlohr executive whose term of service with the organization extends back into the last century, has been placed in charge of the sales department.

HABANELLO BILLBOARD CAMPAIGN

Two years ago George Zifferblatt plastered Philadelphia and vicinity with full-size painted boards bearing the bold message: "Fear, alone, killed prosperity; courage, only, will revive it." Encouraged, apparently, by President Roosevelt's establishing the truth of this prophecy, the maker of Habanello cigars immediately took steps to put on a twenty-four-sheet billboard campaign, which will be followed, it is expected, by a resumption of the company's regular spring campaign of advertising in newspapers.

HERALD CIGARETTES INTRODUCED LOCALLY

Herald "straight-eight" cigarettes, the new product of Stephano Brothers, makers of Rameses, Marvel and Smiles cigarettes, made their debut unheralded last week. Heralds are packed eight in a row for five cents, the flat package taking up little room in miladys bag or a man's vest pocket, and the cigarettes are the first to use the new moist-proof paper.

R. W. Bastian and his sales force did an efficient job of coverage in the Philadelphia terrain for the introduction of the new cigarette.

In his conversations with the trade during the last two weeks, I. B. White, of John Wagner & Sons, found a general unanimity of agreement with THE TOBACCO WORLD's prediction that the return of legalized beer, or the legalized return of beer, will be signalized by a marked revival of cigar smoking.

Charles Cox, of the Bayuk sales force, is working with Rothenberg & Schloss Cigar Company, of Kansas City, Mo.

Trade Notes

A good product, backed by aggressive selling and Phil M. Phulofax advertising, is keeping the Bayuk factory working to capacity these days.

D. A. Jenks, assistant sales manager of the G. H. P. Cigar Company, returned last Saturday from a whirlwind trip that took him as far West as Dubuque, Iowa.

Herbert Bobrow has an itinerary that will carry him through the selling centres of the Virginias and the Carolinas in the interest of Bold cigars.

Lou Walters, factory representative for Bobrow Brothers' Bold, is doing promotional work in northern New York.

Abe Optimo Caro, traveling on a schedule that is trainlike in its regularity, checked in and out of the Yahn & McDonnell headquarters last week.

E. A. Kline, ambassador of Medalist sales promotion, radiated his characteristic good cheer on his usual visit to the Yahn & McDonnell offices last week.

S. Stern, of L. & H. Stern, Incorporated, New York, was in Philadelphia last week introducing the New Deal pipe, and is now on his way covering the trade in Pennsylvania, Ohio, West Virginia and Kentucky.

Herbert H. Middleton, son of F. Herbert Middleton, of the John Middleton firm, is recuperating from a throat affection. He went to Atlantic City last Saturday with the intention of remaining there for a while, but returned after a single day. The presence of so many other convalescents at the shore had a more depressing effect than even a moratorium.

John Pappero, of Yahn & McDonnell, the three p's of whose name stand for pep, persuasiveness and patience, reports an immediate interest in the new Briggs packages, the eight-ounce tin and the sixteen-ounce tin. The latter is listed at $1.25, and not at $1.30, as recorded in the last issue of THE TOBACCO WORLD.

ILLUSION:
Josie, the lovely trapeze artist, stands upon a small platform. At the will of the magician she leaps *twenty feet* into the air to reach her trapeze. She uses no ropes, no ladder! A phenomenal leap for a woman . . . or a man!

EXPLANATION:
Josie didn't jump . . . she was *sprung!* The twenty-foot leap is not dependent on Josie's ability, but on a powerful spring mechanism hidden beneath the stage which propels the artist upward through the air. The force is so violent that the lady wears a light steel jacket of special construction which protects her from injury as she starts her astonishing leap.

IT'S FUN TO BE FOOLED . . . IT'S MORE FUN TO KNOW

Magic has its place . . . but not in cigarette advertising.

Consider the illusion that there is a mysterious way to give cigarettes a superior "flavor."

EXPLANATION: Cigarette flavor can be controlled by adding artificial flavorings. By blending. And by the quality of tobaccos used.

Cheap tobaccos can be "built up" or "fortified" by the lavish use of artificial flavorings.

Such magic, however, seldom holds the audience. Your taste finally tells you the truth.

The cigarette flavor that never stales, never varies, never loses its fresh appeal, comes from mild, ripe, fragrant, *more expensive* tobaccos... blended to bring out the full, round flavor of each type of leaf.

It's the quality of the tobacco that counts!

It is a fact, well known by leaf tobacco experts, that Camels are made from finer, MORE EXPENSIVE tobaccos than any other popular brand.

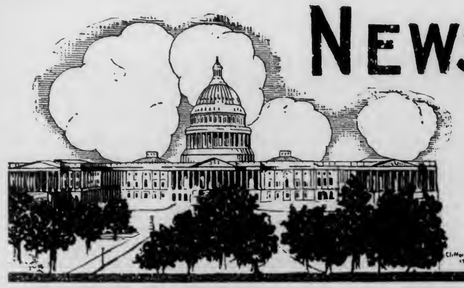
Because Camel actually pays millions more every year for choice tobaccos, you find in Camels an appealing mildness, a better flavor.

And Camels taste cooler because the *welded* Humidor Pack of three-ply, MOISTURE-PROOF cellophane keeps them *fresh*.

Copyright, 1933, R. J. Reynolds Tobacco Company

CAMELS

NO TRICKS .. JUST COSTLIER TOBACCOS
IN A MATCHLESS BLEND



NEWS FROM CONGRESS AND FEDERAL DEPARTMENTS

FROM OUR WASHINGTON BUREAU 622 ALBEE BUILDING

FOR the first time in many months, Internal Revenue Bureau collections from the cigarette tax in February showed a substantial increase over the corresponding period last year, according to figures just made public by the Internal Revenue Bureau.

Receipts for the month, it was stated, amounted to $23,563,755.90 against $23,043,326.49 in February, 1932, an increase of more than $500,000. The only other month recently to show an improvement over the previous year was December, when the increase was but $70,000.

Compared with January, collections showed a decrease of $2,500,000, which was materially better than in 1932, when the drop was more than $3,600,000.

Other tobacco-tax receipts during February included $752,763.76 from cigars compared with $997,912.16 in the corresponding month last year; $479,706.74 from snuff compared with $587,935.12, and $3,920,637.83 from chewing and smoking tobacco compared with $4,707,677.81. Receipts from cigarette papers and tubes were $51,564.52 against $162,958.93 last year.

Retailers of cigars, cigarettes and tobacco will be interested to learn that inclusion in the Democratic Administration's "new deal" program of the Capper-Kelly fair trade bill, providing for agreements between manufacturers and retailers as to the resale prices of branded products, is asked by Edmond A. Whittier, secretary-treasurer of the American Fair Trade Association.

Bills of this character, which have been pending in Congress for the past fifteen years, were reintroduced at the beginning of the present session by Senator Capper (Rep.) of Kansas in the Senate and Representative Kelly (Rep.) of Pennsylvania in the House.

"As a measure of relief to the millions of independent merchants who are fighting a losing battle against uneconomic and dishonest cut-throat competition," Mr. Whittier declared, "the Capper-Kelly bill deserves, and it is believed will have, a place in the 'new deal' program."

Issuance of orders requiring the Fleck Cigar Company of Reading, Pa., to discontinue misrepresentations in descriptions of cigars offered for sale and to cease using the word "Cuba" in the brand name Rose-O-Cuba for cigars which do not contain substantial amounts of Cuban tobacco, was announced by the Federal Trade Commission March 27th.

Exception to the order is made in instances where the brand name is immediately accompanied by words clearly showing that the cigars do not contain Cuban tobacco, or are composed entirely of tobacco none of which has been grown in Cuba.

The company is not to use the word "Cuba" in its brand name for any cigars which are not made entirely of Cuban tobacco but which contain such tobacco in part, unless accompanied by words clearly indicating that the cigars are not composed wholly of Cuban tobacco or that they contain certain tobacco not grown in Cuba.

Advertising or labeling cigars with the words "Havana" or "Habana" or other words implying that they are composed of Havana or Cuban tobacco, when they are not composed wholly of such tobacco, is also prohibited.

Revision of the antitrust laws, sought by business interests for a number of years, is believed to have been brought a step nearer by a recent decision of the United States Supreme Court holding legal the establishment by a number of competing producing companies of a joint selling agency.

Members of Congress interested in retaining a strict interpretation of these statutes express fear that the doors have been thrown wide open to the formation of combines in direct contravention of what they consider to be the intent and purpose of the laws.

Delivery of the Supreme Court's opinion influenced Senator King (Dem.) of Utah to introduce in Congress a resolution providing for a thorough investigation of the antitrust laws and their operation.

The decision of the Court, the Senator declared, means "emasculation" of the antitrust laws, and he held that "it is an appropriate time for the committee on the judiciary to make a searching investigation of the Sherman law and the Clayton Act and recommend what modification should be made and whether legislation is needed to strengthen or extend their provisions."

A reorganized Department of Commerce from which all unnecessary activities and inefficient employees will be eliminated, and a tariff policy which will placate our foreign customers without endangering the safety of our domestic producers are promised the business men of the country by Secretary of Commerce Daniel C. Roper.

(Continued on Page 12)

News from Congress

(*Continued from Page 10*)

Discussing the outlook for our foreign trade, the new head of the Commerce Department, in his first official utterance, made it clear that the Roosevelt Administration has no intention of abandoning efforts to recapture our foreign trade and assist industry in the solution of its problems.

At the same time he made it clear that drastic reductions will be made in his department although, he promised, "the business community of the United States may rest assured that we shall continue to strive for increased efficiency of service as well as for economy.

"Activities of doubtful value will have to be eliminated," he announced, "but curtailment in non-essential activities and services will permit greater concentration on work that is genuinely useful.

"Restoration of our foreign trade is a part of American leadership toward world recovery."

COUPON SCHEMES BOOMING IN ENGLAND

According to a report to the Department of Commerce from Trade Commissioner Harry O. Mitchell, a casual visitor reading the advertisements in London publications, in the underground railway stations, or on buses and trams, might easily be convinced that the British cigarette manufacturers are more interested in selling shows, caps, books, fountain pens, etc., than in cigarettes.

Competition has become so keen among companies that the attractiveness of the premiums offered by each appears to be a more important sales feature than the quality of the tobacco.

The demand for premiums given by one company alone, in exchange for cigarette coupons, is reported to keep ten boot and shoe factories working at full pressure, one order amounting to 250,000 pair, while half a million caps and 750,000 shirts were made up recently to meet the demands of smokers of their particular cigarette.

"An Austin a Day" was the slogan of another manufacturer who has now taken up the coupon scheme and is offering selections from a library of 450 books representative of the best in English literature.

Another big British cigarette firm is specializing in boots, offering a pair in exchange for empty packets representing 1200 cigarettes smoked.

B. W. Burnside, Bayuk salesman, has just finished working southern New Jersey, south of Atlantic City.

Wagner, Monticello, Don Sebastian and Garcia y Vega brands are showing a steady progress, as reflected by the orders received by John Wagner & Sons.

Ben Lumley reports to John Wagner & Sons that Garcia y Vega business is better than usual in Pittsburgh and environs, where he is now operating.

There just had to be a New Deal Smoke Shop in Philadelphia. It will open on Sixteenth Street below Chestnut, under the ownership of Joe Rosoff and Sam Wachter, two well-known figures in the trade.

Editorials

(*Continued from page 4*)

"I enjoyed reading the March 15th issue, which was a credit to you pinch-hitters."—*Hansard Foley.*

"I have carefully perused the March 15th issue and I want to congratulate the pinch-hitting editors on their good work."—*Harry W. Buckley.*

"I must say that your pinch-hitting editors have done a mighty good job. I have read the issue all through, and it is very interesting."—*John A. Campbell.*

"You have done a very good job in putting out an issue which is very interesting and contains plenty of good reading matter."—*V. E. Canale.*

"Your March 15th issue was novel, to say the least, and delivered quite a punch. There is a human side to everything and your last issue seems to have reflected the human side of the tobacco business in a most unusual way. Keep up the good work and continue to maintain your paper as the most interesting tobacco journal of the East."—*Jasper Fossett.*

"I congratulate you on your edition with reservation. It expressed a piquancy which I found quite refreshing. Being of a conservative turn of mind, I am not sure that its informality would wear quite as well in the long run with the trade reading public as the somewhat more conservative normal editions. However I liked the ideas and the style, and it would wear all right with me."—*Charles E. Rogers, Jr.*

CAMEL AGENCY IN LARGER QUARTERS

William Esty and Company, Incorporated, advertising agency handling the Camel account, is now occupying the twenty-third floor of the Pershing Square Building, 100 East 42d Street, at the corner of Park Avenue, in New York. The new telephone number is Caledonia 5-1900. Recent additions to the Esty staff include Monica B. O'Shea, Kennon Jewett and Thelma Walker, on the copy staff; Robert B. White, in the Media Department, and J. J. Flanagan, Jr., traffic manager.

Bayuk Phillies are the champions of the Philadelphia Cigar Manufacturers' Bowling League.

John Wagner & Sons report healthy increases in the sales of Medal of Honor cigars, especially in the new cabinet size, formerly listed at fifteen cents and now retailing at ten cents.

A new member of the sales force of the Progress Cigar Company, manufacturers of the Suzella cigar, is Charles Dutkin, formerly connected with the Congress Cigar Company in the promotion of La Palina.

Do You Want to Work for NOTHING

Honest work is entitled to a fair reward.

The Worker should get an adequate Wage and the Merchant should Make his legitimate Profit.

The Mechanic in the Factory, the Farmer in the Field, and the Merchant behind his Counter Must Be Paid for their Services or Starve.

MR. CIGAR DEALER: ARE YOU GETTING YOUR LEGITIMATE PROFIT? ARE ALL CIGARS AND CIGARETTES DISTRIBUTED BY YOU ENTIRELY SATISFACTORY? DOES YOUR MERCHANDISE ASSIST YOU TO PROSPER?

If not, ask your jobber for a Standard, Hand-made, Long-Filled Manila Cigar—a mild Satisfying smoke that can be handled to show a Fair Profit. Smokers enjoy them—thousands of Dealers recommend them.

THERE IS MONEY IN MANILAS!

(List of factories and importers on application)

THE MANILA AD AGENCY

C. A. BOND, Mgr. **15 William St., N. Y.**

CIGARETTE WITHDRAWALS UP IN FEBRUARY

TAILOR-MADE cigarettes withdrawn for consumption in February gained more than 2 per cent. over the withdrawals for February, 1932. This might be taken as an indication that the home-made cigarette has lost ground, particularly as manufactured tobacco declined nearly 17 per cent.

The cigar industry was not so fortunate, for it marked down another decrease amounting to more than 60,000,000 cigars.

There was a surprise in the figures, however, for Class E gained about 5 per cent. We have a suspicion that this encouraging increase can be credited to Trenton, N. J., where the Henry Clay & Bock y Ca. factories are steadily increasing their output.

Little cigars have apparently lost favor in the past year, as their decline was almost 30 per cent. in February.

And good old snuff, the sale of which has been the marvel of the industry during past years, tumbled down more than 18 per cent.

The report contains the following figures:

Product	*February 1932*	*1933*
Cigars (large):		
Class A .....No.	269,980,055	246,990,730
Class B .....No.	4,606,807	2,179,483
Class C .....No.	68,310,840	34,504,660
Class D .....No.	4,509,798	3,418,052
Class E .....No.	321,148	337,180
Total.....	347,728,648	287,430,105

The cigar withdrawals for previous Februaries from 1920 on, may prove of interest to some of our readers. They are as follows:

Previous Februaries

1920 .....No.	593,832,200
1921 .....No.	496,724,482
1922 .....No.	447,225,986
1923 .....No.	507,266,094
1924 .....No.	498,796,313
1925 .....No.	451,562,278
1926 .....No.	451,204,147
1927 .....No.	441,695,730
1928 .....No.	453,605,097
1929 .....No.	437,476,207
1930 .....No.	426,521,773
1931 .....No.	362,838,747

Figures for other domestic tobacco products are:

Products	*February 1932*	*1933*
Cigars (small).....No.	25,657,507	17,980,107
Cigarettes (large).....No.	267,899	203,601
Cigarettes (small).....No.	7,680,329,023	7,853,997,217
Snuff, manufactured...lbs.	3,266,306	2,665,037
Tobacco, manufactured..lbs.	26,150,221	21,780,898

Tax-paid products from Puerto Rico for February:

Products	*February 1932*	*1933*
Cigars (large):		
Class A .....No.	4,970,000	2,217,185
Class B .....No.	5,400	14,750
Class C .....No.	129,000	36,830
Class D .....No.	200	...
Total.....	5,104,600	2,268,765
Cigars (small).....No.	500,000	254,000
Cigarettes (large).....No.	77,000	30,000
Cigarettes (small).....No.	953,800	235,000

HOW EDGEWORTH COPY STYLE WAS BORN

THE pipe smoker, even among children, was known to be good," when F. R. Feland, of Batten, Barton, Durstine & Osborne, Incorporated, started to write Edgeworth advertising back in 1914, an experience which he describes as "The most interesting advertising job I ever did" in the series under that head running in *Printers Ink*.

"Heroes of stage, screen and fiction smoked pipes. Smoking tobacco advertising was in its heyday. Full pages, center spreads and covers in color were its stamping ground. They featured testimonials from Irvin Cobb, Caruso and other celebrities.

"It was then that I was given the Edgeworth copy assignment. Literally Edgeworth enjoyed a good sale but its advertising schedule merely permitted it to slip into the cracks between the dominant space of competitors.

"Larus & Brother Company, whose pride was and is Edgeworth, were disinclined to compete in space. Thus it devolved naturally upon the copy man to meet the situation through ingenious use of the 200-line, single-column space which the budget put at his disposal for his copy.

"The copy determined upon was a somewhat pedestrian, narrative style, as close as possible to the manner in which pipe smokers talked. The whole effort was aimed at dressing the message in the lore of pipe smoking, giving it a semi-humorous and always human treatment.

"The reader was to be persuaded to spend as many seconds on the Edgeworth single column as he spent on the other fellow's back cover. Story telling was the bait.

"The advertisement brought in a much larger request for samples than preceding advertisements so that a new copy style for Edgeworth was definitely established.

"I like this old tobacco advertisement because there are no doctors in it—and despite the fact that it is barren of testimonial. Even though it illustrates no running nose nor weeping eyes nor sneezing mouth, I like it.

"It doesn't grasp the hand. It doesn't look the reader squarely in the eye. It doesn't grow popeyed with fake excitement or solemn in its warnings of competitors' mendacity. It has no S. A. It claims no aphrodisiacal qualities for the product. There is not a leg nor a leer nor a smirk in it. It isn't even sophisticated—whatever that is supposed to mean. It was just an effort to get pipe smokers to try another brand of tobacco. Similar copy is still being successfully used by the same manufacturer."

Tax-paid products from the Philippine Islands for the month of February:

Products	*February 1932*	*1933*
Cigars (large):		
Class A .....No.	15,523,700	12,673,220
Class B .....No.	53,433	25,840
Class C .....No.	21,896	19,726
Class D .....No.	686	...
Class E .....No.	5,110	10
Total.....	15,604,825	12,718,796
Cigarettes (large).....No.	...	625
Cigarettes (small).....No.	116,850	92,940
Tobacco, manufactured..lbs.	90	24

BUGLER...
BLOWS NICKELS YOUR WAY!

BUGLER is waking up nickels all over camp and calling them into dealers' stores.

Looks like a bargain. IS a bargain for smokers. Bugler is Brown & Williamson's idea of a fat five-cent package of fine blended tobacco for the fellow who rolls his own, wants them blended, and who doesn't want to pay more. Two packs of papers are tucked into the back of the package.

Bugler packs a wallop in sale come-on and profit you mustn't miss. If you haven't set Bugler blowing on your shelf, remember your jobber is ready to supply you.

BROWN & WILLIAMSON TOBACCO CORP., LOUISVILLE, KENTUCKY

Brown & Williamson products have been designed to bring you the most profit in all lines and prices. New products are added to fit the times. Are you getting your share of profit from these live, selling items: Sir Walter Raleigh Smoking Tobacco, Raleigh Cigarettes, Golden Grain Smoking Tobacco, Wings Cigarettes and Target Cigarette Tobacco?

"FIRST REFUGE OF A STUPID BUSINESS MAN"

(*Continued from page 5*)

zine at a carryall store near the office, inquired about the stropping outfit. Yes, they carried it, and they sold the editor one for eighty-five cents. The manufacturer wrote again in a few days, querying about the editor's success in locating the sharpener. The writing man was glad to relate his experience. Here's the manufacturer's comment, in part:

"Thanks for the courtesy of your letter, and glad to learn that you got our outfit.

"The news regarding the price did not please me much, however, as this price-cutting business, particularly of an article of this kind where price is so closely identified, does more damage than good.

"It is certainly strange how some dealers can figure that they can do business on a smaller profit than their competitor on the theory that they will get that much more business and with increased volume will make up for the lower price.

"Price-cutting is fundamentally wrong, as it stands to reason that if everybody cut prices to meet competition, naturally every dealer would have to go out of business, and if this is not true, then it means that the dealer is getting too big a commission or selling margin on goods that he sells.

"We have lost lots of business through many dealers throughout the country who could not afford to, and would not, cut prices, so consequently had to give up our line entirely, due to the fact that they could not meet such price-cut competition.

"Today everything is price—price regardless of quality or value, with the result that nearly everyone is struggling to make both ends meet and any fair percentage of profit is practically unheard of."

Kenneth M. Goode, advertising consultant of New York, and author of much-discussed books on advertising and sales, says that indiscriminate price-cutting is the least effective form of selling and the most destructive force in business today.

"Economically, nobody profits by buying articles sold at a low price at the expense of somebody else," he states. "Any man who can efficiently sell at a profit at a very low price benefits everybody, but the man who sells at a price that doesn't yield a fair profit to all concerned is 'knifing' the entire business structure."

Slashing prices is the first refuge of a stupid business man and the last recourse of a smart one, he declares. He adds that cutting prices is not only the most expensive form of merchandising but also the most risky, and all established theories and tests prove that there is no necessary relationship between a lower price and an increased turnover.

"With so much at stake," he concludes, "I think the time is ripe for bankers, financial interests, mortgage holders, taxpayers, newspapers, magazines, the radio and all others who have a stake in the maintenance of the American standards of living, to start a movement encouraging the maintenance of prices. Instead of such slogans as 'Buy American,' we might start a broad popular movement for 'Buy at a Fair Price' in order that the murderous process of deflation may be arrested."

"NO INSIDE PRICES TO ANYONE," SAYS AMERICAN TOBACCO COMPANY PRESIDENT

"There is no method by which we can control the resale price of our products," wrote George W. Hill, president of the American Tobacco Company, in a letter to Joseph Lobel, a New York retailer who had asked how an independent merchant could make a living selling cigarettes at prices low enough to meet chain store competition.

"We have one price to each and every customer and make no inside prices to anyone.

"When we made our first price reduction at the beginning of this year, from $6.85 per thousand, less discounts, to $6 per thousand, less discounts, we made a sincere effort, in what we thought was the interest of the retailer, to suggest a resale price of two packs for twenty-five cents, by mentioning, on our radio broadcasts, that this was the price at which dealers were offering our cigarettes to the public.

"We received many letters from retailers and jobbers requesting us to discontinue the price mention, and objecting strenuously to the action of a manufacturer in suggesting retail prices; accordingly, we have discontinued price mention on our radio broadcasts.

"I hope, therefore, that you will appreciate that this is a situation which the manufacturer cannot control."

SWIFT JUSTICE METED OUT TO PRICE CUTTERS IN THE BRITISH ISLES

Price cutters get short shrift in England these days, as witness the report of "the first case of its kind to come before the Court of Justice on price cutting" in the March issue of *Tobacco*, British trade journal.

The case was that of the Ardath Tobacco Company, Limited, against Mercados, a firm carrying on business as retailers of tobacco and cigarettes.

"They were price cutters," says the report, "and it was suggested that they should not be supplied."

The defendants then approached the secretary of the Tobacco Trade Association and asked that the recommendation against them (namely, that they should not be served) should be withdrawn, and were told it would be if they ceased to cut prices and paid damages.

Mr. Justice Swift: "You say there is no defense?"

Counsel: "No, my lord. I ask for judgment, an injunction against Mercados and damages of 350 pounds."

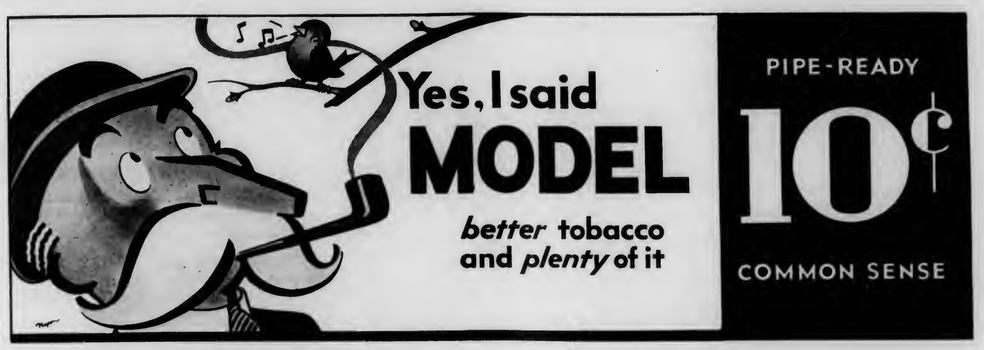
Judgment accordingly with costs.

A similar judgment—a perpetual injunction against Mercados, with 300 pounds damages and costs—was obtained at the same time by the Imperial Tobacco Company (of Great Britain and Ireland), Limited.

TWENTY GRAND ON 24-HOUR SCHEDULE

"We have already made our dividend for this year. Therefore, we have nothing to worry about in this so-called cigarette war. Twenty Grand are still going strong." Thus spoke Wood F. Axton, president of the Axton-Fisher Tobacco Company, maker of Spud and Twenty Grand.

It is reported that the Axton-Fisher is now operating twenty-four hours a day, with 2000 employees working in three eight-hour shifts.



Established 1886
"BEST OF THE BEST"
OPTIMO CIGARS
Manufactured by A. SANTAELLA & CO.
Office, 1181 Broadway, New York City
FACTORIES: Tampa and Key West, Florida

NO LET-UP IN SPUD ADVERTISING

"We haven't even considered shifting our advertising momentum from high to second gear," writes E. J. Helke, advertising manager of the Axton-Fisher Tobacco Company, manufacturers of Spud cigarettes, in the March 16th issue of *Printer's Ink*. We congratulate Mr. Helke and Spud on two counts: First, on the common sense dictum that "people smoke even during a banking holiday," and, for that reason, it would be folly to curtail the company's well-planned advertising program; second, on Spud's seasonal "geared-to-the-calendar" copy, which is our notion of humdinger advertising.

TOBACCO TRADE ORGANIZATIONS

TOBACCO MERCHANTS ASSOCIATION OF UNITED STATES

JESSE A. BLOCH, Wheeling, W. Va. ..... President
CHARLES J. EISENLOHR, Philadelphia, Pa. ..... Ex-President
JULIUS LICHTENSTEIN, New York, N. Y. ..... Vice-President
WILLIAM BEST, New York, N. Y. ..... Chairman Executive Committee
MAJ. GEORGE W. HILL, New York, N. Y. ..... Vice-President
GEORGE H. HUMMELL, New York, N. Y. ..... Vice-President
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WILLIAM T. REED, Richmond, Va. ..... Vice-President
HARVEY L. HIRST, Philadelphia, Pa. ..... Vice-President
ASA LEMLEIN, New York, N. Y. ..... Treasurer
CHARLES DUSHKIND, New York, N. Y. ..... Counsel and Managing Director
Headquarters, 341 Madison Ave., New York City

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CHAS. B. WITTROCK, Cincinnati, Ohio ..... Vice-President
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MILTON RANCK, Lancaster, Pa. ..... First Vice-President
D. EMIL KLEIN, New York City ..... Second Vice-President
LEE SAMUELS, New York City ..... Secretary-Treasurer

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THE NATIONAL ASSOCIATION OF TOBACCO DISTRIBUTORS

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JONATHAN VIPOND, Scranton, Pa. ..... Vice-President
GEO. B. SCRAMBLING, Cleveland, Ohio ..... Treasurer
MAX JACOBOWITZ, 84 Montgomery St., Jersey City, N. J. ..... Secretary

Tobacco Merchants' Association Registration Bureau, 341 Madison Ave. NEW YORK CITY

Schedule of Rates for Trade-Mark Services Effective April 1, 1916.

Registration,	(see Note A),	$5.00
Search,	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS

BLIMEY:—46,167. For smoking tobacco, pipes and smokers' articles. February 27, 1933. Harry Prochaska, Inc., New York, N. Y.

SOLDIERS FIELD:—46,168. For all tobacco products. February 24, 1933. Webster Eisenlohr, Inc., New York, N. Y.

STATUS:—41,169. For all tobacco products. March 7, 1933. B & S Cigar Co., Richard Baylin, Proprietor, Chester, Pa.

ANTON J. CERMAK:—46,170. For all tobacco products. March 13, 1933. Samuel D. Seideman, Chicago, Ill.

ROUND TABLE:—46,171. For smoking tobacco. December 28, 1932. Arthur Falk, New York, N. Y.

WILLIAM A. COMSTOCK:—46,173. For all tobacco products. February 25, 1933. American Box Supply Co., Detroit, Mich.

TIN CUP:—46,174. For chewing and smoking tobacco. March 21, 1933. Fisher & Koser Tobacco Co., Hanover, Pa.

TRANSFERS

PENCHANT:—23,820 (Trade-Mark Record). For cigars. Registered January 20, 1901, by George Schlegel, New York, N. Y. Transferred to Winner Cigar Corp., Astoria, L. I., N. Y., March 14, 1933.

PETERSON:—46,142 (T. M. A.). For pipes. Registered March 16, 1933, by Rogers Imports, Inc., New York, N. Y. Transferred to Harry L. Rogers, New York, N. Y., March 15, 1933.

CAMEO:—7,560 (U. S. Patent Office). For cigars, cigarettes, smoking and chewing tobacco. Registered August 5, 1879, **No. 301** (Legal Protective Association). For cigars. Registered July 14, 1881, by Kerbs & Spiess, New York, N. Y. Transferred by General Cigar Co., Inc., successors to original registrants, to Consolidated Litho. Corp., and re-transferred to M & N Cigar Manufacturers, Inc., Cleveland, Ohio, March 12, 1933.

STATUS:—21,189 (Trade-Mark Record). For cigars. Registered July 19, 1899, by L. Levy & Son, New York, N. Y. Transferred by George Schlegel, Inc., successors to original registrants, to B & S Cigar Co., Richard Baylin, Proprietor, Chester, Pa., March 6, 1933.

EL SANGRO:—31,237 (U. S. Tobacco Journal). For cigars, cigarettes, cheroots and tobacco. Registered January 23, 1906, by Wm. Steiner Sons & Co., New York, N. Y. Transferred by Consolidated Litho. Corp., successors to original registrants, to C. C. Creitz, York, Pa., March 21, 1933.

BUNNIE BOY:—26,641 (Tobacco Leaf). For cigars. Registered December 15, 1903, by The Maryland Litho. Co., Baltimore, Md. Transferred to A. J. Golden, Baltimore, Md., February 9, 1933.

LA VEGA DE GUEDALIA Y CA:—16,864 (Tobacco Leaf). For cigars, cigarettes and tobacco. Registered May 5, 1899, by Guedalia & Co., New York, N. Y. Through mesne transfers acquired by J. M. Rosenberg, and re-transferred to the Petri Cigar Company, Inc., San Francisco, Cal., January 28, 1933.

CALAHAN TO ADVERTISE ROUND TABLE MIXTURE FOR FAIRFAX TOBACCO COMPANY

Arthur Falk has organized the Fairfax Tobacco Company in response to numerous requests that he resume the business long maintained by his late father, M. Falk, his late brother, Albert Falk, and himself. He has re-entered the industry with Round Table Mixture, a blend of foreign and domestic tobaccos, packed in the two-ounce Nupouch Pakit, and in eight-ounce and sixteen-ounce sizes. The Round Table advertising is directed by Harold Augustin Calahan, New York advertising agent.

Classified Column

The rate for this column is three cents (3c.) a word, with a minimum charge of seventy-five cents (75c.) payable strictly in advance.

POSITION WANTED

CIGAR FACTORY SUPERINTENDENT. MORE THAN 20 Years' Experience With One of the Largest Manufacturers. Hand work or automatic machines. Address Box 560, care of "The Tobacco World."

FOR RENT

OFFICE AND FLOORS FOR CIGAR MANUFACTURING OR STORAGE—No parking restrictions; good location; low rent; freight elevator and loading platform. Will divide. Metals Coating Company of America, 495 North Third Street, Philadelphia.

HAVANA CIGARS

OLD MANUFACTURING FIRM OF HAVANA QUALITY CIGARS will serve orders in any quantity to discounting dealers, at profitable prices. Satisfaction guaranteed. Address for particulars "Fair Dealing", Box 1168, Tampa, Fla.

OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
BETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS
FRIES & BRO., 92 Reade Street, New York

GEORGE GIVOT ON OLD GOLD HOUR

Exit John Medbury. Enter George Givot. That's the good news for listeners to the Old Gold radio program, and it's particularly good news when coupled with the announcement that Fred Waring and his Pennsylvanians, and "Magnolia" are retained on the new program.

It was just too much to expect that Old Gold, on its return to the air six weeks or so ago, could have introduced three "naturals" at one time. That two of the three should have clicked so decisively is a real tribute to Old Gold's air showmanship.

First to put Paul Whiteman on the air, the "not-a-cough-in-a-carload" cigarette was first to bring Fred Waring and his Pennsylvanians to the radio in a series of national broadcasts. And now these boys are already one of the most popular band aggregations on the air. As for "Magnolia," she has nothing else but what John Medbury lacked.

John's material was good and of the same incisive, wise-cracking character as the stuff in his popular daily column, but, as Frank Tinney used to say, "he put it over and it laid there."

And now we welcome George Givot, "the Greek Ambassador of Goodwill," in anticipation of a smooth hour with him, Fred Waring, the Pennsylvanians, Magnolia and the broadminded advertising continuity.

APRIL 15, 1933

VOLUME 53 No. 8

THE TOBACCO WORLD

LIBRARY RECEIVED APR 24 1933 U. S. Department of Agriculture

COMMON SENSE

The importance of attractive and dependable containers for fine cigars is recognized by the progressive cigar manufacturer.

Generally the brands that are increasing their goodwill in this present analytical market are packed in the *new improved AUTOKRAFT cigar boxes.*

Cigar Manufacturers who have not investigated the value of the merits and economies of the splendid and inviting package may obtain complete details promptly by addressing the AUTOKRAFT BOX CORPORATION.

Phila., Pa.
Hanover, Pa.
Cincinnati, Ohio

AUTOKRAFT BOX CORPORATION
LIMA OHIO
A Nation Wide Service

York, Pa.
Chicago, Ill.
Detroit, Mich.
Wheeling, W. Va.

PUBLISHED ON THE 1ST AND 15TH OF EACH MONTH AT 236 CHESTNUT ST., PHILA., PA.

After all nothing satisfies like a good cigar

WOODEN BOXES

Are the Only Natural Humidor for Cigars.

Pack your cigars in wooden boxes and preserve their delicate aroma, mellowness and flavor right up to the time they are passed over the counter to the customer.

Discriminating cigar smokers prefer to select their favorite brand from a wooden box—and it's good business to cater to the dealer and consumer by packing your cigars in wooden boxes.

WHEN BUYING CIGARS
Remember that Regardless of Price
THE BEST CIGARS
ARE PACKED IN
WOODEN BOXES

Volume 53

THE TOBACCO WORLD

Number 8

Established 1881
TOBACCO WORLD CORPORATION
Publishers
Hobart Bishop Hankins, President and Treasurer
Gerald B. Hankins, Secretary
Published on the 1st and 15th of each month at 236 Chestnut Street, Philadelphia, Pa.
Entered as second-class mail matter, December 22, 1909, at the Post Office, Philadelphia, Pa., under the Act of March 3, 1879.

$2.00 a Year | PHILADELPHIA, APRIL 15, 1933 | Foreign $3.50

EDITORIAL COMMENT

IT has not been our privilege to preview the promotional plan which has been devised to rehabilitate the cigar business. But we do know that it is the result of several months' hard and intelligently directed effort; that it has been agreed upon by a substantial number of the leading cigar manufacturers; that these manufacturers have expressed a willingness to subscribe their proportionate share of the necessary expense of the program; that the plan does not contemplate shoveling huge sums into general advertising propaganda; that it is sponsored by a Committee of the Associated Cigar Manufacturers and Leaf Tobacco Dealers, headed by D. Emil Klein as chairman; that the plan, however, is not confined to members of the association, but is open to all cigar manufacturers; and that it will become an actuality if upwards of 75 per cent. of the manufacturers will underwrite the costs on the basis of only two-tenths of one per cent. of the normal business of each subscriber.

Assuming, from even our incomplete knowledge of the details, that the plan is sound, it is our opinion that a manufacturer who would not invest this small fraction of a normal year's income to resuscitate the business which is his livelihood is thereby admitting that he does not want his business restored.

AT the top of the five-column A. & P. advertisement in the Philadelphia evening newspapers on April 13 (Holy Thursday) was the announcement, "In observance of Good Friday, April 14, our stores will be closed between the hours of 12 and 3 P. M." Towards the bottom of the advertisement was a box listing the A. & P. cut prices of the Big Four cigarettes—10 cents a pack of twenty, 25 cents a tin of fifty, and $1.00 a carton—headed by the significant warning, "Buy a supply of your favorite brand now—our prices advance Monday, April 17."

We do not know, officially, that there was any connection between these two announcements, but, being ourselves filled with the spirit of Passover and Holy Week, it is pleasant to regard this phenomenon as evidence that the chain store system has been unjustly indicted as a soulless corporation. Here is testimony to show that it required only the approach of a great religious festival to touch the hidden soul of the chain, to bring the corporation to a realization of the havoc its price-cutting tactics have wrought on the time-honored business of retailing cigars, cigarettes and tobacco at a fair and honest profit.

This thought is so intriguing that we are constrained to plead with the Big Four manufacturers to schedule future price changes at Christmas or Eastertide, when the inspiration of the holy season would counteract the temptation of the grocery or other chains not depending on tobacco for a livelihood, to add an extra slash on their own account.

The retailers will thank the manufacturers for this thoughtfulness.

EFFECTIVE advertising is exemplified in the new cartoon strip presentation of Camel's "no trick" story. This latest form of what is undeniably one of the most discussed advertising campaigns of the year gets the basic idea over in more graphic style, but, what is more important, it hooks up Camel cigarettes more closely with the copy.

The various units of the previous releases are wisely retained, so that we continue to read in about every newspaper we pick up, that "It's fun to be fooled . . . it's more fun to know," as well as the Camel appeal, "No tricks . . . just costlier tobaccos" and the simple declarative statement, "Camels contain finer, more expensive tobaccos than any other popular brand," which is now most effectively placed beside the package.

ONE manifestation of the business hysteria of the last few years has been the prevalence of contests. We can understand the temporary stimulus to sales resulting from these competitions, because one of the requirements for entry is a label, or carton top or wrapper "or a drawn reproduction of same," but we have yet to see any evidence of anything else but grief or ill-will growing out of

them. Sometimes unsuccessful contestants go to the length of suing when the decision goes against them.

We remember reading of one such suit brought against a prominent motor car company. The contest in this instance was for the best answer to a question. The entrant who sued did so on the ground that the winner, while flattering the company with his entry, actually did not answer the question, and we were inclined to agree with that contention. But we never did learn what was the outcome of the suit.

Now we are to be regaled with the details of another suit of the same kind, brought against a cigar manufacturer. The contest was for the largest number of words formed from the letters in the name of a cigar. We know a man and his wife who, with the aid of an unabridged dictionary and the required letters cut on small strips of cardboard, amassed something like 1300 words from the 12 letters.

The winner, however, submitted only 1100 words. Suit is now brought by another contestant who entered 1177 words.

It comes out, however, that the winner was decided, not on the largest gross number of words, but on the largest number of words found to coincide with a "master list" of 904 standard words, compiled by three University professors.

This manufacturer ought to have some figures on the value of such a contest. He ought to know what direct stimulus to sales there was for contestants to get the necessary labels. And he ought to have some idea of the number of thousands of unsuccessful contestants who are anything but friendly to him, in contrast to the handful of lucky contestants whom he pleased.

Yet tomorrow or the next day, another manufacturer, maybe in the same industry, will get the contest bug and will go to untold trouble and expense to conduct one of the things, without making any investigation of the results, good and bad, that others got out of a similar stunt.

IT IS ONE of our pet contentions that the secret of a successful retail business lies, not in ballyhoo, smartness, cleverness or tricks of any kind, but in the day-in-day-out practice of old-fashioned fundamentals. A clean, well-lighted, well-stocked store. An atmosphere of welcome. A smile for your customer if a smile comes natural to you (if not, beware of that sickly professional imitation of a smile which is one of the most goshawful sights in the world). A respect for your customer's taste. A courteous "Thank you" when he has bought.

This pet belief of ours was in our mind when we picked up Vol. 30, No. 1, of *The United Shield*, sixteen-page house organ of United Cigar Stores and Associated Companies, and saw the title of the leading article, "How to Build Cigar Business." Being outside the United circle, we had not, of course, read the previous twenty-nine volumes, but we were certain that they must have contained every possible suggestion on the selling of cigars, so we should not have been surprised to find some highly sophisticated discussion in the article that caught our eye in this current issue.

Lo and behold ye, it is nothing more nor less than a restatement in simple declarative sentences of the fundamentals that we advocate on every occasion. The article does its job so simply that we cannot resist the temptation to reproduce it in full. Read it. It's not literature. It's just plain common sense, which, as everybody now ought to know, is the most uncommon commodity in the world. And don't refrain from reading it on the ground that you can't learn anything from an outfit that couldn't save itself from trouble. Take it from us, United Cigar Stores did not get into trouble by adhering to the following recommendations:

"Cigar smokers' tastes vary greatly. Some prefer the all-Havana type of cigar; others prefer Porto Rican; still others favor Manila, domestic or blended type. In every case the cigar any smoker prefers is the best cigar, as far as that smoker is concerned. That is what we mean when we say, 'Cater to the smoker's taste.'

"A large number of smokers are often sold the wrong type of cigar, the type that does not fit their taste, and they immediately condemn the cigar. It is really a bad cigar—to them—because they just don't like it. Don't try to make them like it.

"*The cornerstone of the tobacco business is cigars;* always has been and undoubtedly always will be. The cigar is a man's smoke. The successful tobacco merchant knows that, and builds his business accordingly.

"The successful tobacco merchant understands cigars; knows the delicate nature of cigar leaf; knows how sensitive it is to excessive moisture, or the absence of it, and how sensitive it is to all odors, even the faintest odors; he therefore keeps his cigars protected against all such contamination.

"The successful cigar merchant keeps his cigars neither over-moistened nor too dry; he keeps them in just the *right* condition necessary to bring out all their fine flavor and aroma.

"The successful cigar merchant knows how to discuss cigars in all their strong appeal with cigar smokers because he understands that appeal; he knows there are few subjects about which a man likes more to talk than about good cigars. He fosters that preference and qualifies himself to talk intelligently on the subject. He knows the different brands, their characteristics and their individual differences.

"He knows what results are produced by blending certain types of cigar tobacco, makes it a point of importance to determine his customers' preferences in that direction and sees to it that they always get the type of cigar best suited to their individual tastes.

"In this article we have endeavored to embody the strong points of cigar selling; they may be briefly summed up as follows:

"*KNOW* YOUR CIGARS—*KEEP* YOUR CIGARS RIGHT—and—*SELL* YOUR CIGARS RIGHT.

"Make no mistake; there is still a big cigar business to be had, and the man who knows cigars and how to sell them, the man who understands the appeal of a good cigar to the average man, and capitalizes that appeal, is the successful cigar merchant we refer to here. The practice of selling cigars by label and pushing them out as so many pieces of wood is not selling cigars nor does it build cigar business.

"You must put knowledge and personality into cigar selling. Make a rite of selling cigars, because in a big measure that is what it is. When you put the right cigar into the hands of the customer, you are doing your full share to bring contentment, pleasure and happiness into the lives of the generally most worth-while people—the smokers of cigars. DO IT.

"It Couldn't Be Done," But They Did It— The Story of Robert Burns

By F. J. Ross

Chairman, Fuller & Smith & Ross, Inc.

The following article, one in a series entitled, "An Advertising Experience I Found Most Interesting," is reprinted from the April 13th issue of PRINTERS' INK *because of what may be called its "inside story" of the promotion of the Robert Burns cigar.*

BEETHOVEN was once asked which of his compositions he liked the best. He replied "Always the last." The genius of Beethoven, to me the most moving and awesome which music has yielded, has no parallel in our material advertising world. But many creative advertising men share with him, I imagine, the trait of his just cited.

It is said that Beethoven kept a washbowl, ewer, soap and towel near his piano. In the fever of composition which doubtless induced a nervous perspiration, he would wash his hands every few minutes. The quill with which he scored and the keys through which he sounded his new-born ideas felt better to his hands. This recalls the almost unbelievable genius of Wagner, who, when in poverty-stricken exile in Paris, wrote several of his greatest operas without any piano. Pure abstract creation.

The advertising man, just a type of business man after all, and usually a clean animal, doesn't wash his hands every few minutes when at work, but he does smoke. Tons and tons of tobacco and countless cigars and cigarettes have gone into the production of advertising, which brings me to my story of Robert Burns and White Owl.

The story may be interesting because it tells of bringing back to greater vigor and fame than ever, two brands that were deathly sick. Also because it tells of exploding an old tradition of the cigar industry.

The United Cigar Manufacturers Corporation (today known as General Cigar Company, Incorporated) was a merger of several independent concerns. Some of these concerns were making very good cigars that had little fame. One of these concerns had enjoyed extraordinary fame in its past but quality of its products had slackened. This was the concern that had brought Robert Burns and Owl into the merger.

There was much debate about future policy. The corporation owned many brands of varying repute and volume. It could not promote them all. The trend of the times even then in 1914 pointed to centralization of efforts and favored a small family of giant brands over a large family of pygmy brands. Some of the corporation's brands were not pygmies by any means, but there were certainly no giants.

The net of it was this—the corporation had no brands as well known and widely distributed as Robert Burns and Owl. But both of these brands, decimated in quality, were riding on momentum, a momentum steadily subsiding. There were three schools of thought represented in the debate.

1. It takes a long while to make a large public familiar with a brand. Let us take Robert Burns and Owl, our best known brands, standardize their quality, standardize their selling, standardize their distribution, and gradually build up strong, healthy brands and commensurate volume.

2. Let these famous old brands proceed to their death and put the effort behind two other brands of five- and ten-cent grade respectively, which though not so well known nor so widely distributed are brands with a good heritage.

3. Create a new brand in place of Robert Burns and another in place of Owl.

In view of the grand structure General Cigar has since reared on foundations laid primarily in those days, and to which it has continually applied a caliber of expansion and development worthy of the highest admiration, I was sitting in on a big potential situation. I didn't sense this fully at the time, for I think no one in the circle active on the problem dreamed of the two giants that would ultimately spring from the almost dead bodies of Robert Burns and Owl.

All three of the above proposals had strong adherents. I stood with the group that were for No. 1, *i. e.*, to revive Burns and Owl. The debate finally concluded with a harmonious decision in favor of this.

As I grasped what could be done to standardize the quality of these brands, their selling and distribution; as I worked on the promotion and advertising plans, and then in the field with distributing organizations from coast to coast to help get the new campaign off to a good start, I am sure I was as intensely interested as any musical composer could have been at his work.

One day I asked our client what was happening to sales on Robert Burns.

He replied, "When the campaign began we were selling Burns at the rate of 17,000,000 cigars annually. Now we are selling them at the rate of 14,000,000. How long, Ross, will it take us to kill the business with your help?"

I didn't miss a twinkle in his eye.

The new standardized selling had cut out free deals which had been prevalent, and the new standardized quality had set one price for Robert Burns to all distributors, whereas before the merger the cigar had been made to meet different prices set by different large customers.

To wipe out these old-fashioned notions of merchandising, selling and quality was to jolt some of the old-timers. Time was necessary to let such customers adjust to the new ideas and policies of the company. This was the interval during which sales were lost. This was the interval, too, when all new sales were made on a sound policy and sound merchandise—aiming at new sound objectives.

Gradually the tide turned and when Robert Burns had climbed to an annual rate of some 25,000,000 cigars, the following episode occurred. It relates to the old tradition.

A high officer of the company who supervised manufacture (I don't think the cigar industry ever produced one abler in this respect) entered an advertising conference and asked me "How many Robert Burns do you think we can sell in a year? What's the top?"

I had learned some of the equations bearing on the question of ten-cent cigar consumption and answered,

(Continued on Page 16)

A. T. STOCKHOLDERS APPROVE BONUS PLAN

AT THE annual meeting of the stockholders of the American Tobacco Company, held in Newark, N. J., last week, 98 per cent of the stockholders of the company who voted either by proxy or in person placed their stamp of approval upon the firm's policy of bestowing cash and stock bonuses upon its officials and employees. A small minority voiced its dissent.

Paul M. Hahn, vice-president of the company, presided at the meeting in the absence of Mr. George W. Hill, president of the company.

The following were elected to the board of directors: Richard J. Boylan, John A. Crowe, C. Huntley Gibson, Patrick H. Gorman, Paul M. Hahn, Tullis T. Harkrader, Edmund A. Harvey, James B. Harvie, George W. Hill, James E. Lipscomb, Jr., Charles F. Neiley, William H. Ogsbury, Fred B. Reuter, Frank V. Riggio, Vincent Riggio, Thomas R. Taylor and William E. Witzleben.

A resolution approving allotments of stock made to employees by a plan approved at a special meeting in July, 1930, was passed by the following vote:

	For	Against
Preferred	292,363	3,839
Common	1,040,365	27,690
Common B	2,003,565	72,942

Allotment and sale of preferred stock of the company to officers, directors and employees from 1917 to 1927, and of common and common "B" stock in 1918, 1924, 1925, 1926 and 1929 was approved thus:

	For	Against
Preferred	290,633	2,418
Common	1,036,731	23,517
Common B	2,004,089	36,829

The following vote ratified the cancellation and abrogation in December, 1931, of allotments and sale of stock under a plan adopted in 1929:

	For	Against
Preferred	290,603	1,939
Common	1,036,551	21,693
Common B	2,004,022	36,872

Last week's action does not, however, make the bonuses actually effective. Two years of litigation in the courts have preceded it and the case is still pending before the Court of Chancery of the State of New Jersey. The allotted stock has been kept intact pending the outcome of the legal case.

The salaries and bonuses credited to Mr. Hill are perhaps indicative of those received to a lesser degree by his subordinates and form the basis of the opposition of the minority group. The president received in 1932 a profit sharing bonus of $669,500, against $891,570 for 1931, according to a pamphlet issued to stockholders. His profit-sharing bonus in 1930 was $842,508 and $447,870 for the preceding year. Last year he also drew a salary of $120,000 and the year before $160,000, making his total compensation for the two years, respectively, $789,500 and $1,051,570.

Robert H. McCarter, former Attorney General of New Jersey, and himself a small stockholder, insisted at the meeting that the trade done by the company is so great that the bonuses in reality represent no more than a 5 per cent. commission paid salesmen on the road.

BIJUR HEADS MAZER-CRESSMAN

Samuel H. Bijur has been elected president and active manager of the Mazer-Cressman Cigar Company, Incorporated, makers of Manuel and Tennyson cigars. He will continue as a partner in the leaf tobacco firm of E. Rosenwald & Brother, but will spend the greater part of his time at the Mazer-Cressman headquarters in Detroit.

Other officers elected were: Charles N. Cressman, first vice-president; Henry Mazer, second vice-president; J. C. Dissette, treasurer, and A. J. Levin, secretary.

It is announced that the manufacturing organization will be retained in its entirety.

MAZER ORGANIZES NEW COMPANY

The Mazer Cigar Company, Incorporated, is the name of a new Detroit manufacturing company organized last week by Jacob Mazer, following his resignation as secretary, treasurer and active manager of the Mazer-Cressman Cigar Company, Incorporated. Associated with him will be his son, William.

The new company has leased a plant at 3437 Goldner Avenue, Detroit, formerly occupied by the old Webster Cigar Company.

Although retailers and distributors are far from satisfied with the cigarette situation, the manufacturers are apparently convinced that it is a profitable business. Last week the Brown & Williamson Tobacco Corporation, placed twenty-eight men in selected retail stores in Philadelphia and placards on the windows of the stores invited everybody to step inside and procure a coupon from their representative and present it at the counter with six cents in cash and obtain a ten cent package of Wings cigarettes. The impression prevailing throughout the trade seems to be that this was simply the equivalent of a statement from the company that they were in the ten-cent cigarette field to stay.

Yahn & McDonnell report an excellent call on their Marcello brand which was recently re-established here under their "new deal" plan, and at the reduced price of five cents. This brand, once one of the "big sellers" in this territory, has been off the market for several years, but there are apparently plenty of "old-timers" to whom the name Marcello brings back pleasant memories, and there was an immediate demand for the cigar upon its appearance in the dealer's case. The brand is controlled by Yahn & McDonnell.

In the lobby of the Geo. Zifferblatt & Company factory on South Third Street, the home of the Habanello cigar, there is prominently displayed a sign reading: "Don't bite the hand that feeds you—You make your living out of the cigar business—SMOKE CIGARS ONLY and urge your friends to do likewise." This is a dose of the kind of medicine that will do the cigar industry good—if they will take it.

Dave Morris, who together with Charles Bond, constitute the tobacco agents for the Philippine Government in the good old U. S. A., and who spends his time traveling around the country extolling the merits of those good Manila cigars, was in town last week visiting retailers and distributors and reported progress. Mr. Morris was very definite in his statement that business has turned that much heralded corner.

Will Cigars Stage Strong Comeback With Beer? Only Cigar Industry Can Answer

WILL the era of prosbeerity, just happily ushered in, be marked by a revival of cigar smoking, to the everlasting benefit of the sorely-beset cigar industry? That is a question to which only the cigar industry itself can give the answer.

It were puerile to try to answer the question by putting a close watch on cigar sales during the first twenty-four hours, or the first week, or the first month, of legalized beer selling. If the industry intends to depend on that kind of automatic influence, for increased sales, it had better not plan on any night shifts to fill expected orders.

"Time alone will tell"—that is an expression which we are already hearing from cigar people who are asked whether or not cigars will sell more readily now that a former buddy of the cigar has been restored by Presidential decree to honor and respectability.

"Time alone will tell"—isn't that a swell line for the representatives of an industry that used to pride itself on its initiative, its resourcefulness, its enterprise, its go-getting sticktoittiveness, its *ne plus ultra* salesmanship.

It sounds more like the drone of a business forbidden by law to do anything to stimulate sales than the rallying battlecry of a group of fighters enrolled under a banner emblazoned with the bold words, "Be a Man!"

Let's forget this "time alone will tell" nonsense, and see first what effect the return of beer *ought* to have on cigar sales, and then what effect it *can be made* to have.

A cigar goes with a glass of beer—a leisurely smoke for a leisurely drink. It's a part of the picture of the congenial group around the table. It belongs there, along with the pretzels and cheese. So, as more beer is sold, more cigars ought to be sold.

The return of beer-drinking, too, means a recrudescence of the fine old art of treating. And the cigar is the time-honored substitute for the man who is either not imbibing at all or has already taken all that the doctor ordered. Not to mention the dispenser, whose union apparently laid it down as an iron-clad regulation that he must accept from his customers nothing other than a cigar, to be ostentatiously displayed to the customer before being deposited in the vestpocket behind the white apron. The more treating, then, the more cigars ought to be sold.

But the cigar manufacturer, distributor or retailer who is expecting that these natural, almost automatic, effects from the restoration of beer will be sufficient to restore the cigar business to its former high state, so that prosbeerity will spell prosperity for the cigar industry, is just a common, ordinary, garden variety d. f. Things just don't happen that way. Not today. You must work for your sales, even in the face of a setup that looks as attractive as the one we have just pictured. Attractive as it is, there's something wrong with the picture.

It's a picture of the past. And, while the beer of the past has come back, and while the pretzels and cheese may come back along with it, there is no assurance that the cigar also will come back with the glass of beer, *unless* the cigar people themselves see to it.

What has happened, of course, is that cigar manufacturers omitted to educate the boys of yesterday to the grownup enjoyment of cigar smoking. Time was when, in the natural course of events, a young man was graduated to cigar smoking just about the time when he started to drink an occasional glass of beer. When he could smoke a cigar, and the bartender did not flag him when he ordered a beer, he was a man. Came the war, the apotheosis of the cigarette, and the consequent widespread adoption of the shorter, quicker smoke.

On Friday, April 7th, in this year of grace, hundreds of thousands of young men enjoyed their first drink of legal beer.

A man who was twenty-one years old on that day was only a small boy of eight when beer was banished. Young men of sixteen or seventeen today were only babies then. What do they know about cigars or cigar smoking?

We do not know any of the details of the unified promotion plans of the Associated Cigar Manufacturers, but we can predict unqualified success for them only if they are directed to the *young man of today*.

Mr. Cigar Manufacturer, take it from THE TOBACCO WORLD, train your guns on the young man of today and you will do a double-barreled job for the industry. You will be hitting the most responsive market for an immediate improvement in cigar sales today, and you will be guaranteeing tomorrow's market.

CIGAR MAKERS PLAN CAMPAIGN

A PROGRAM of trade promotion, publicity and merchandising development was adopted at a recent meeting of the Associated Cigar Manufacturers and Leaf Tobacco Dealers at the offices of Trade Ways, Incorporated, which reported the completion of its survey in the interest of the cigar business.

In the absence of John H. Duys, president, now in Amsterdam, the work is being effectively handled by D. Emil Klein, chairman of the research committee. No details of the promotional plan were divulged, but it is understood that it will be concerned chiefly with the retail division of the industry.

Companies represented at the meeting included: General Cigar Company, Henry Clay and Bock & Company, Bayuk Cigars, Incorporated, Porto Rican-American Tobacco Company, Waitt & Bond, Incorporated, Congress Cigar Company, Deisel-Wemmer-Gilbert Corporation, Webster-Eisenlohr, Incorporated, D. Emil Klein Company, E. Regensburg & Sons, Garcia Grande Cigars, Incorporated, T. E. Brooks & Company, F. Popper & Company, Corrla, Wodiska & Company, Schwab, Davis & Company, and the Morgan Cigar Company.

Bandits held up the driver of a P. Lorillard Company truck in Brooklyn last week and stole its $10,000 tobacco cargo.

PHILADELPHIA.

B. P. ALSO MEANS BUSY PLANT

BAYUK activities in staccato . . . you don't really get the tempo accelerato fortissimo of the Ninth and Columbia Avenue headquarters when you enter in the orthodox way by the imposing main entrance and are whisked to the general offices and luxuriously appointed reception room on the seventh floor . . . you know that big business is going on somewhere . . . but you don't see it or feel it or hear it or smell it . . . only when those highspeed elevators are out of commission temporarily and you are courteously escorted through the plant to the rear elevator does the activity of the place impress itself on your physical senses . . . then you see the visual evidence of the growing demand for Phillies and the other Bayuk brands . . . you feel the pulsations peculiar to a big plant operating at capacity . . . you hear the subdued hum of the orderly processes of manufacturing and shipping . . . and you inhale the aroma of good tobacco.

Incidentally it was pipe-smoking Christopher Morley who started this dotted column idea . . . or revived it . . . because it was really introduced by old Kenelm Digby back in 1841 B. B. . . . which means before Bayuk . . . but let's get on with our Phillie-landerings . . . the visitor at headquarters just before us was A. C. Roy, territorial manager for the Northeastern States . . . and we learn that the Kearney-Lehmann Company, the Buffalo jobber, is elated over the way Phillies are selling . . . that Jack Snyder, Los Angeles territorial manager, reports gratifying business through Haas-Baruch Company . . . that McMahan & Leib Company of Anderson, Ind., are making fine strides in the sale of Bayuk brands and were recently assisted by Salesman C. O. McClure . . . that L. W. Bosart Company, of Springfield, Ohio, are forging ahead on sales of Bayuk cigars and have just closed a campaign aided by Salesman F. J. Horning . . . that A. F. Schultz Company, distributors of Erie, Pa., are putting Bayuk cigars to the forefront in their territory . . . in a word . . . or rather in four words . . . Bayuk business is good . . . period . . . paragraph.

Back again through the plant . . . through the immaculate hospital with its white-garbed nurses . . . to the rear elevator again . . . where even the elevator operator seems to radiate the feeling that business is good . . . you leave the building at the Ninth Street door . . . convinced that people are buying cigars . . . certain that they are buying Bayuk Phillies . . . by the box . . . by the case . . . by the carload . . yowsah.

Trade Notes

S. McCandless has joined the sales force of Geo. Zifferblatt & Company, and will promote Habanello sales in Southern Philadelphia territory which was formerly covered by Fred Maier.

—

Joe Halpern, one of our old-time cigar manufacturers, has engaged in the cigar manufacturing business on Germantown Avenue, with a partner, under the name of the J. & J. Cigar Company.

—

The M. J. Dalton stand, 617 Chestnut Street, reports a heavy sale of Briar-Kob pipes, retailing at ten cents each. The bowl of the pipe is guaranteed to be made from imported briar-root with a composition stem.

—

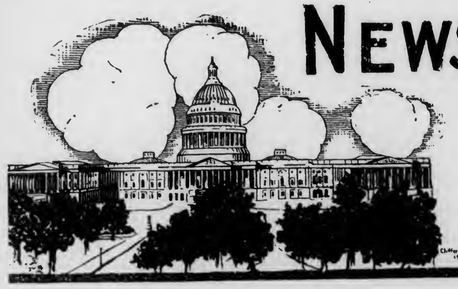
Ben Lumley, representing the F. Sommerfeld Cigar Company, Miami, on their Dulce and Verdi brands and the Garcia y Vega, Tampa, brand, is working in upper New York State in the interest of his brands and reports a good trip.

—

Another evidence of the fact that the cigarette field is considered a profitable one at this time, is the report that a prominent manufacturer of high-grade cigarettes will soon place a new high quality brand on the market.

—

Abe Berkowitz, sales representative of the Christain Peper Tobacco Company, St. Louis, Mo., manufacturer of Listerine cigarettes and other well-known high-grade cigarettes and smoking tobacco, was a visitor last week in the interest of Peper's Pouch Mixture. This is a high-grade smoking tobacco packed in an oiled silk pouch and retailing at twenty-five cents for the pouch and one and three-quarters ounces of tobacco. Refills for the pouch may be purchased at twenty-five cents for two ounces of tobacco. The new brand has been placed in the Yahn & McDonnell outlets throughout the city and is meeting with a good call.



NEWS FROM CONGRESS AND FEDERAL DEPARTMENTS

FROM OUR WASHINGTON BUREAU 622 ALBEE BUILDING

PASSAGE by the Senate of the bill submitted by Senator Black, of Alabama, providing for the thirty-hour week in all industrial operations, has drawn strong objection from the Florida cigar industry, where the Tampa cigar manufacturers' association notified Senator Duncan U. Fletcher that the approval of the legislation by Congress would close every cigar factory in that city.

The Tampa cigarmakers, operating on a piecework basis, it was declared, cannot earn enough in thirty hours to support themselves, while exorbitant taxes and other high costs make increase of wages impossible.

In order to provide relief for this situation, the Senator submitted an amendment exempting piecework operations from the provisions of the bill, which was rejected by the Senate, however, on the contention by Senator Black that its adoption would entirely nullify the whole purpose of the legislation since the piecework basis would immediately be adopted by every manufacturer opposed to the short week.

The thirty-hour week bill would prohibit the interstate transportation of any article or commodity produced or manufactured in establishments where any person was employed or permitted to work more than six hours in any day or more than five days in any week.

Violations of the provisions of the act would be punishable by fine or imprisonment, or both.

Prompt enactment of legislation to protect American industries and wage earners against the destructive competition of imports from depreciated currency countries is strongly advocated by the foreign commerce committee of the United States Chamber of Commerce.

Severe competition experienced sometime ago in certain lines of industry and directly traceable to depreciated currencies continues to exist, intensifying curtailment of production, plant shut-downs and unemployment in the United States, it is declared in a report just submitted to the directors of the organization.

"What is even more serious," the committee pointed out, "foreign depreciation tends to undermine the stable price structure in many industries, making confident forward planning by such American industries impossible and preventing in our domestic markets in many lines that upward movement in price levels needed to correct many of the inequalities that have been basic causes of our unfavorable economic situation."

Adequate legislation on this subject, the committee believes, "will restore to the American treasury revenue now being lost by virtue of the depreciated base upon which *ad valorem* duties are collected and will provide certain new sources of revenue through the compensating charges themselves.

"In forthcoming tariff and debt negotiations with foreign countries the hand of our Government will be strengthened by the existence on our statute books of measures adequate to keep within the control of the United States the determination and maintenance of those levels of duties needed to assure normal healthy operation of American enterprises," it was held.

Agreement by the railroad and motor-truck interests on the broad principles of legislation providing Federal control of truck and bus operations has aroused the opposition of farmers and shippers represented by the National Highway Users' Conference.

The proposed legislation would eliminate unrestricted competition between rail and truck lines and provide for the fixing of rate schedules for the latter by the Interstate Commerce Commission, which now fixes the charges of the railroads.

The farm organizations are represented as strongly opposed to any fixing of truck rates, despite the fact that unrestricted motor-truck competition has already placed many railroads in a precarious position.

"Farm groups and manufacturers doubtless will argue that the authority of the Interstate Commerce Commission to fix the minimum rates would have the effect of depriving them of low cost transportation," the Highway Users' Conference protested, "and that the tendency would be to raise motor rates to railroad levels rather than to reduce transportation costs."

There is substantially no public demand for regulation of truck rates to protect shippers against exorbitant or discriminatory charges, it was declared.

Abandonment of the trade promotional work of the Department of Commerce and discontinuance of its studies of the problems of individual industries is planned by the Roosevelt Administration.

Under Democratic auspices, it has been announced by Secretary Daniel C. Roper, the department "will be the promoter of the general health of business for the general good of the country at large.

(Continued on Page 12)

ILLUSION:
The Oriental girl reclines on a sheet of plate glass supported by two slaves. The magician waves a white sheet in front of the pretty maiden...pronounces a few magic words... Presto! She has *disappeared* in thin air.

EXPLANATION:
"Disappearing" acts are among the most popular in the repertory of the magician. Dogs, horses, girls, whole rooms disappear—whisked into wings, dropped through trapdoors, hidden by mirrors. But this "disappearance" is a bit different. One of the "slaves" is a *hollow dummy*. When the magician holds up the sheet the lithe little lady disappears completely—into the convenient figure of the dummy.

IT'S FUN TO BE FOOLED ...IT'S MORE FUN TO KNOW

There is a trick of cigarette advertising, whereby a few magic words are used to create the *illusion* of "Coolness."

EXPLANATION: Coolness is determined by the speed of burning. *Fresh* cigarettes, retaining their full moisture, burn more slowly . . . smoke cooler. Parched, dry cigarettes burn fast. They taste *hot*. This makes the method of wrapping very important. Improperly wrapped cigarettes begin to dry out as soon as packed.

Camels *are* cooler because they come in the famous Humidor Pack of *welded*, three-ply, MOISTURE-PROOF Cellophane . . . and because they contain *better tobaccos*.

A cigarette that is fresh, full of natural moisture, and blended from choice, ripe tobaccos tastes cooler than one that is harsh and acrid. For coolness, choose a *fresh* cigarette, made from *costlier* tobaccos.

It is a fact, well known by leaf tobacco experts, that Camels are made from finer, MORE EXPENSIVE tobaccos than any other popular brand.

Try Camels . . . give your taste a chance to sense the difference.

Copyright, 1933, R. J. Reynolds Tobacco Company

CAMELS

NO TRICKS JUST COSTLIER TOBACCOS

IN A MATCHLESS BLEND

News from Congress

(*Continued from Page 10*)

"The department is not going to try to make over American business," he asserted, in discussing his plans for reorganization. "Neither should the department pursue a policy of trying to show business men how to sell their individual lines of merchandise at home or abroad, or how to conduct their own enterprises.

"Is not the Government's proper place to study and interpret trends in business and new methods rather than selling goods?"

The head of every business organization "must be the captain of his own ship," the Secretary warned, and if he cannot sail it himself "he must not expect the Government to come on board and take over the helm."

"The function of the Commerce Department, under this concept," he announced, "will be to study broad business trends that will influence business, and scientifically and practicably study such trends. With its wider international vision and impartial facilities for scientific analysis it can plot the course of economic currents and help the business man to distinguish them from mere eddies in the current."

GENERAL CIGAR DIVIDEND

The General Cigar Company, Incorporated, has declared the regular quarterly dividends of $1 on the common, and $1.75 on the preferred stock of the company. The common dividend is payable May 1st to stockholders of record April 17th, and the preferred dividend is payable June 1st to stockholders of record May 22d.

DUNHILL INTERNATIONAL REPORTS

Dunhill International, Incorporated, and subsidiaries show for 1932 total assets of $2,660,696, comparing with $2,729,827 on December 31, 1931. Deficit from operations carried in the balance sheet was $143,074, against $91,128, while capital surplus totaled $464,000 at the close of both years.

Current assets, including $219,404 cash, amounted to $631,295, and current liabilities $41,217. This compares with cash of $124,969, current assets of $821,994, and current liabilities of $51,643 at the end of 1931.

ELLICKSON TO MANAGE AXTON F. DIVISION

Announcement has been made that Leo Ellickson, son of Mr. and Mrs. John Ellickson, Cambridge, Wis., has been appointed as manager of the metropolitan division for the Axton Fisher Tobacco Company, which comprises New York and New Jersey. The Axton Fisher Tobacco Company, Louisville, Ky., manufactures Spud cigarettes and other well-known tobacco products, and Mr. Ellickson has been associated with the firm for some time. He is receiving the congratulations of his many friends over his promotion to this responsible position.

The M. J. Dalton stand, at 617 Chestnut Street, is displaying the Bering brand in their window with good success. This old established clear Havana brand of Corral Wodiska y Ca., enjoys a steady demand, under the able distribution of Yahn & McDonnell.

1933 Cigarette Outlook

By George W. Hill.

President, American Tobacco Company

THE public pocketbook in 1933 is very much slimmer than it has been in previous years. Prices of all commodities have required adjustment downward to meet a reduced purchasing power, and tobaccos are no exception. Volume must be maintained even at a temporary sacrifice of profits, so that, when the upturn comes, our brands will be in a position to benefit by increased purchasing power.

The peak of cigarette production was reached in 1930, when all manufactured cigarettes reached a total of 120,000,000,000. In 1932 due to reduced purchasing power of the public and to the burden of state taxation of manufactured cigarettes in a number of states, the consumption of manufactured cigarettes fell to 103,000,000,000.

This might indicate a decline in the consumption of all cigarettes, but this is far from the truth. The fact is that, in 1930, the estimated number of cigarettes rolled by hand totaled 33,000,000,000, while in 1932, due to the insistence by the public upon having cigarettes even despite its reduced purchasing power, the cheaper form of cigarette smoking, represented by "roll your own" cigarettes, reached the estimated total of 70,000,000,000.

In other words, even through the severe depression of 1931 and 1932, the actual consumption of all cigarettes—manufactured and "roll your own"—rose from 153,000,000,000 to 173,000,000,000, an estimated increase of twenty billion cigarettes.

This means that with the price of cigarettes adjusted to meet the 1933 pocketbook, the cigarette business will not only hold its own but should actually increase its volume substantially in 1933.

It is too early in 1933 to forecast profits, because, with reduced prices, the extent of our profits will depend upon the volume which is yet to be obtained. But I am confident that our price policy for 1933 is that which is best calculated to obtain volume—that with the great field of "roll your own" to draw from, the possibility of increased volume for the manufactured cigarette is most hopeful.

—From a letter addressed to the stockholders and read at the annual meeting of the American Tobacco Company.

Stephano Brothers, well-known manufacturers of the Rameses brand of Turkish cigarettes, have recently placed a new brand on the market here under the title of Herald. This brand is cellophane wrapped in a flat packing containing eight cigarettes and retailing for five cents. The new brand is meeting with a good demand.

The As You Like It cigar, a private brand of Yahn & McDonnell, in the Corona Chica size, retailing at ten cents, is well up on the list of "heavy sellers" here. Distribution on this high quality brand is increasing steadily, and sales are showing a corresponding increase. The Mint Perfecto, another private brand of Yahn & McDonnell is showing a steady increase in sales since its recent reduction in price to five cents. As one restaurant chain so aptly puts it: "the public appreciates quality."

By the way, you know friends sometimes offer me Chesterfields, and about the only thing they say is, "I believe you'll enjoy them!"

they Satisfy

Wherever you buy Chesterfields, you get them just as fresh as if you came by our factory door

—the Cigarette that's Milder the Cigarette that Tastes Better

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NEW CAPPER-KELLY FAIR TRADE BILL URGED AS VITAL "NEW DEAL" MEASURE

THE American Fair Trade Association, through its secretary-treasurer, Edmond A. Whittier, gave out the following statement concerning the new Capper-Kelly bill:

"As introduced by Senator Arthur Capper, of Kansas, in the Senate (S. 497), and by Representative Clyde Kelly, of Pennsylvania, in the House (H. R. 3677) the bill reads:

"'A BILL

"'To define the intent of the anti-trust laws as to certain agreements.

"'Be it enacted by the Senate and House of Representatives of the United States of America in Congress assembled, That nothing in the anti-trust laws as designated in section 1 of the Act entitled "An Act to supplement existing laws against unlawful restraints and monopolies, and for other purposes," approved October 15, 1914, shall be deemed to prevent a grower, producer, or dealer, selling goods identified by a special brand name or trade-mark of which he is the owner, from specifying, by agreement with distributors the resale prices of such identified merchandise, which prices stipulated in any such agreement shall be uniform to all distributors in like circumstances, differing only as to the quantity of such merchandise sold, the point of delivery, and the manner of settlement.'

"Forthright in language," said Mr. Whittier, "and stripped of unnecessary details which have furnished the chief bases of opposition arguments, the new measure is a frank avowal of intent to correct confusion in judicial interpretation of present law and thereby to restore honest competitive conditions in the distribution of branded products.

"Every producer and every distributor will be free to make such agreements as to resale prices and such provisions as their industrial conditions require. In all previous forms of the bill they had precisely the same freedom as to detail, since the right of contractual relations, sought to be restored between producer and distributor, was and must always be permissive and not mandatory. In its new form the bill is already assured of additional important industrial group and legislative support.

"As a measure of relief to the millions of independent merchants who are fighting a losing battle against uneconomic and dishonest cut-throat competition, the Capper-Kelly bill deserves, and it is believed will have, a place in the 'New Deal' program.

"We ask thoughtful attention," concluded Mr. Whittier, "to the following joint statement issued by Senator Capper and Congressman Kelly:

"'The outstanding need in American business today is stabilized prices at fair levels. Cut-throat competition has taken its toll. Unemployment and bankrupted enterprises are the fruit of a jungle system which has worked injury to every American.

"'We have introduced in the Senate and House the Fair Trade bill which seeks to provide for fair competition in the distribution of identified merchandise. The form is different from the Capper-Kelly bill of the last Congress but the purpose is the same. In a single paragraph we undertake to define the intent of the Anti-Trust laws as to agreements between the makers of trade-marked goods and their distributors. Such business men under the common law had the legal right to enter into agreements as to the resale price of identified goods. Between the passage of the Sherman Anti-Trust law and 1911 many U. S. Courts upheld that right as legal and necessary to the conduct of fair trade.

"'In 1911 the Supreme Court by divided decision ruled that the agreements as to resale price of standard goods, were invalid under the Sherman law. Since that decision the cut price evil has resulted in semi-monopolistic merchandising through chains and mergers. It has destroyed many independent business men and has had a large part in the present business depression.

"'Our measure restores the rights possessed by American business before the Court wrote a judicial law of its own. It establishes the system of contract which is in force today in almost every country except the United States. It will encourage fair competition. Its enactment will do much to lift us out of the depression, for which ruthless and unrestrained competition is largely responsible. When put into force it will be a long step toward the conduct of business in the public interest.'"

DID YOU KNOW?

THE CHEWING of tobacco is practically unknown in Malta. Occasionally one finds persons who will cut a bit of cigar and chew it, but no tobacco is sold to be used expressly as chewing tobacco. Dark Kentucky tobacco is utilized in making the short dark cigars which find favor among the Maltese population, but, due to the present desire of most Maltese to economize, the sale of these cigars has declined. Local manufacturers of cigars have in the past years been able to ship some of them to Egypt, but on account of high rates of tariff in that country the exportation has been stopped. The prices paid for dark Kentucky are the same as those for black fat tobacco. There are, however, other low grades of tobacco, similar to the dark Kentucky which are imported by the commission agents at a price as low as four cents a pound.

Office Trading in Tobacco, the official name for that form of selling cigarettes to a club, an office canteen, or an office or shop staff in England, by a wholesaler at wholesale prices, has become the focus of interest for the moment of the entire tobacco trade there, according to American Trade Commissioner Harry O. Mitchell, and a determined compaign has been launched by the Tobacco Trade Association to eradicate this alleged evil.

Also, Mr. Mitchell states that the British tobacco trade will not hold a "Pipe Week" this year, due to general economic conditions and the somewhat disappointing results of last year's campaign. Nevertheless, the pipe people are making strong appeal to the trade to push their lines in the face of what is perhaps the keenest competition ever offered by cigarettes.

To meet the reduced purchasing power of the British smoker, several cigarette manufacturers in England are packing small-size cigarettes but the same number to the package as their standard brands and offering them for sale at about a third less.

There is a strong conviction prevailing in trade circles that the "Big Four" manufacturers are about to announce an increase in the wholesale price of the so-called fifteen-cent brands, having realized that the ten-cent manufacturers are going to put up a strong fight to hold their market.

CUBAN CONDITIONS CONTINUE UNCERTAIN

IN the Cuban tobacco industry, the year 1932 was unsatisfactory from the standpoint of crop, exports, and prices, states American Consul H. B. Quarton in a report released by the Tobacco Division of the Department of Commerce. The total crop amounted to only 34,693,000 pounds or 57 per cent. less than in 1931. Exports decreased from $33,541,000 in 1930 to $13,200,000 in 1932, segregated as follows: Tobacco wrapper, filler, stemmed and scrap, 29,000,000 pounds; cigars, 27,000,000 pieces; cigarettes, 41,300,000 pieces; and picadura, 120,000 pounds.

Plantings for the 1933 crop are not expected to be much larger than those of 1932. When large amounts of quality tobacco are on hand they cannot be easily sold, the Spanish Regie buying only seconds and thirds. The market for high priced cigars was slow and exports were about 60 per cent. less in 1932 than 1931. The tobacco strike and the removal of an important company to Trenton, New Jersey, accounts partly for diminished exports.

United States and South American buyers were not active during the fall. Whenever purchases were made they were outstanding vegas of Vuelta Abajo. Clean Remedios tobacco was inactive and no late sales were reported in first and second Capaduras. There was an abundance of low grades but purchases for the Spanish Regie and local cigarette factories depleted the market. The hurricane damage to the tobacco crop was negligible as the storm injured or destroyed only seedlings. Workers were not satisfied with wages paid.

Companies now operating, on account of world conditions and little demand for high-priced cigars, had to reduce prices. Standard sizes, such as petit centros, formerly retailed at $0.15, are now generally offered at $0.10 and wholesale at from $60 to $70 a thousand. The depression has caused Cubans to smoke cheaper cigars, increasing the demand for 5 cent cigars. It is said that regulations against production by unregistered factories have not been enforced.

An effort was made by the cigar factories to revoke the rule which gave each laborer six cigars per day. It was thought that many of these cigars were reaching the market and, in order not to reduce the money wages paid, this solution might be acceptable to the laborers. As the year closed the labor unions had not accepted the proposal and it is doubtful if they will do so. Thousands of cigarmakers are out of work and unless new factories are instituted they will have to seek employment elsewhere.

John Wagner & Sons have received the new size which has been added to their Don Sebastian line of clear Havana cigars, manufactured by Arango y Arango, well-known Tampa manufacturer of fine cigars, and report it is meeting with an excellent demand. The new size is frontmarked Commodore and retails at ten cents.

The old established firm of John Wagner & Sons, Dock Street distributors, have taken a license to distribute that delectable beverage which has now legally come out of hiding, and commonly known as beer. They will distribute both the domestic and imported product, and orders are pouring in in tremendous volume from their old-time friends. It is the impression of this well established house that the return of beer has been and will be of great benefit to the cigar industry.

PRICE-CUTTING OFTEN A BOOMERANG

PRICE-CUTTING may eventually be known as a form of business suicide, as witness the recent debacles involving United Cigar Stores, Schulte's and Liggett's among the far-flung chains. The failures of these companies sustain the belief that price-cutting not only fails often to achieve its purpose, but often also is responsible for the downfall of its sponsor.

The principle on which price-cutters operate is simply told by Clyde Kelly, Representative in Congress from Pennsylvania, and one of the authors of the Capper-Kelly Fair Trade Bill, as follows:

"They proceed upon the theory that if they cut the prices on well-known standard goods, whose value is well fixed in the public mind, to a point below cost to them or below the basis of a reasonable living profit they will be able to attract the customers of their competitors and secure their patronage. Through this plan they expect to sell enough unnamed unidentified merchandise at excessive profits to reimburse them for the loss on the bait merchandise, upon which they take the loss by cutting the fair price."

According to a trade report the sixty Chinese cigarette factories in Shanghai produce more than 1000 brands. Nanyang Brothers alone produce ninety-five different brands and the Hua Da Company fifty-seven.

Bayuk Cigars, Incorporated, and the American Tobacco Company were the only American purchasers at the opening Sumatra inscription of the spring series at Amsterdam, Holland, on April 7th. So little interest was manifested that this week's inscription was cancelled.

Robert Armstrong has joined the sales force of Geo. Zifferblatt & Company, and will cover Camden, N. J., and surrounding territory in the interest of Habanello, replacing Harry Schmidt who has resigned to return to his first love. Mr. Schmidt will engage in the dispensing of the "cup that cheers," to the many thirsty ones who have long sought this opportunity.

Harry Tabaken, who resigned from the firm of Bobrow Brothers some time ago to become associated with M. Marsh & Son, Wheeling, W. Va., manufacturers of Marsh Wheeling Stogies and Rondax cigars, has resigned from that firm and returned to Philadelphia. It is rumored that he will engage in the cigar manufacturing field here "on his own."

W. J. Place, representing Lincoln & Ulmer, New York manufacturers of the O-Nic-O brand of denicotinized cigars, cigarettes, and smoking tobacco, was in town last week visiting jobbers and retailers in the interest of O-Nic-O fives. This brand comes in a cardboard pack holding five cigars and retailing at twenty-five cents a package. Mr. Place has just returned from a trip through New England and reports his brand enjoying an excellent demand in that territory, where there is decided evidence of an upturn in business conditions.

"IT COULDN'T BE DONE," BUT THEY DID IT

(*Continued from page 5*)

"Certainly a million a week." Perhaps he doesn't remember, but my memory seems quite clear that he was skeptical.

Burns was now up to the peak of its palmy days. He felt no ten-cent cigar could double this peak. None ever had.

He said, "You are trying to make this a national brand, aren't you?"

I admitted that was the aim and that national media would be used when distribution warranted. I had so far been able to find no reason why a national brand of cigars could not be built with distribution to match. He said, "It has never been done—can't get a following for one type of cigar sufficiently spread over the country to make a solid national brand. You can do it for oatmeal and collars but not for a cigar."

He pointed out examples of great brands of the past that had been strong in certain sections but none of them truly national. I was rather young and considerably overwhelmed. Yet I believed in the correctness of reasoning which seemed to show that nothing stood in the way of a national cigar brand, except the requisite plans, effort and persistence.

After a while Robert Burns was selling at 1,000,000 a week. The same gentleman entered another advertising conference being held in their offices and repeated his former question, "How many Robert Burns can we sell a year?" The discussion this time was more brief. I said, "Two million a week—and then some. It doesn't seem impossible that Robert Burns could reach in due course a sale of even twice that, or say 200,000,000 annually."

I have sometimes wondered since if the skepticism which this able gentleman showed then and on the previous occasion was intended as a spur to those of us more directly associated with Burns marketing and building of volume. At any rate, I never held it against him because if we were to build volume as ably as he was building the cigar, we would have to go some.

Before the six years of my term on that account had expired, Robert Burns had passed 100,000,000 a year. If I am not mistaken it continued to travel to a point not so far from the 200,000,000 goal.

The new career of Robert Burns exploded the old tradition and this brand stands today an example of soundness in basic policy, quality, selling, distribution, merchandising and advertising hard to surpass. As I have looked at the advertising of Robert Burns and of Owl (subsequently White Owl) since my participation, my attitude has been fraternal for I have always had a bit of pride that I was in at the re-birth of these brands, and helped to inject a new strain that started them on the road to their present marvelous vigor.

It seems to me that the General Cigar Company which today has the finest cigar business in the country by a wide margin, has encouraged from the first a standard of performance in quality, marketing and advertising that has made its career and that of its two great brands since 1914, examples of wisdom, efficiency and enterprise. It was the first big thing I got deeply into in the course of my advertising work and I am satisfied that I gained as much out of it in market knowledge, perspective and psychology as I put into it.

The story of White Owl is a good one. It is similar up to a point to the story of Robert Burns. Its greatest history, however, has been written in the last five years or so and reveals a daring and a vision fascinating to those who understand the background. Maybe someone will write it.

N. A. T. D. FORGING STEADILY AHEAD

WHAT may be considered the most constructive meeting of the National Association of Tobacco Distributors was held in the Hotel New Yorker in New York on Saturday, April 1st, and Sunday, April 2d. Practically all officers and members of the board of directors were present.

A few weeks ago the ways and means committee sent a letter to all members soliciting their opinions relative to the advisability of having the ways and means committee negotiate the purchase of various types of merchandise for the members. Tobacco products were excluded from any consideration. Practically all members approved such a procedure on the part of the association. The directors discussed this matter at length and outlined plans for such procedure.

The ways and means committee is authorized to negotiate deals and recommend them to the various members. It is believed that it will be possible to accumulate a substantial fund in the course of a short period of time, which fund, after deducting expenses incurred, will be divided proportionately among all members according to the volume purchased.

The board of directors decided to start an immediate membership campaign, and the ways and means committee was instructed to proceed with all the plans necessary for such a campaign. It was decided that during this campaign, commencing immediately and to continue until the annual meeting which will be held in June, the annual dues for all new members will be $25 a year.

Mr. Moe Packer, of Packer Brothers of New York, was elected as a director for the National Association of Tobacco Distributors to succeed the late Roy King.

In order to further strengthen the association and develop it into an indispensable force in the tobacco industry, the board of directors devised a number of very constructive plans. In view of the fact, however, that the annual meeting is only a few weeks hence, it was deemed advisable to leave all these matters for adoption by all the members at that meeting.

The ways and means committee of the National Association of Tobacco Distributors consists of: John Loughran, Washington, D. C.; Alex Schwartz, Cincinnati, Ohio; J. Kolodny, Jersey City, N. J.

The board of directors unanimously decided to recommend to the membership the adoption of a series of window posters which will be distributed among retail customers, the object of which is to create public opinion in favor of the small local merchant.

The association is slowly but surely building a firm foundation. The various individuals active in it learn to understand each other, and it is sincerely hoped that now with the advent of the new administration with a more aggressive and firm policy in all national activities, the activities of the National Association of Tobacco Distributors will also assume a more aggressive, firm procedure.

It is the earnest hope and desire of the members of the board of directors that our members will seriously co-operate in the membership campaign; that they will encourage and extend the maximum of their ability in behalf of any merchandising propositions negotiated by the ways and means committee.

The distributor is an indispensable force in the distribution of tobacco and allied products. With the encouragement and co-operation of all the members, the National Association of Tobacco Distributors will, before long, develop into a dominant force in the determination of future policies by all the elements constituting the tobacco industry.

LIGHT DEMAND AT SUMATRA INSCRIPTION

BUYING at the Amsterdam Sumatra Inscription held last week proved so disappointing that the sale scheduled for this week was canceled.

Bayuk Cigars, Incorporated, and the American Cigar Company were the only large American buyers who participated, Bayuk's purchasing approximately 290 bales and American Cigar less than 100.

Economic conditions in Germany are charged with having a great influence on this year's Sumatra sales, as the German cigar industry is an important factor in the sales.

Snowball cigarettes, menthol-treated product of Paul A. Werner, Inc., 119 Fifth Avenue, New York, have been placed on the market in that city. They come twenty in a pack, can be sold for 15 cents, two for a quarter, at a fair profit.

Annual report of Waitt & Bond, Incorporated, shows net income of $47,601 after depreciation, interest, Federal taxes, etc., and after deducting $30,589 for inventory adjustment, etc. This is equivalent to 47 cents a share.

Harry S. Rothschild, president, and Harry Wurman, vice-president of Bayuk Cigars, Incorporated, who have been in Havana for a few weeks purchasing some choice Havana tobacco for those good Bayuk cigars, are expected to return home some time next week.

Yahn & McDonnell, distributors of the Corona brand and other Henry Clay & Bock brands, report that they are now in a position to supply the demand for these popular brands, since the opening of the new factory unit at Trenton, and that the demand is holding up surprisingly well, despite predictions to the contrary.

As a means of meeting the competition of higher priced cigarettes which have recently reduced their price, the Brown & Williamson Tobacco Corporation are now packing their Wings cigarettes in packages of sixteen cigarettes each, for States where a State tax on cigarettes is in effect. This will enable Wings to be obtained at retail in those States at ten cents a package, where they have previously been sold at two packages for twenty-five cents, including the State tax.

Established 1886

"BEST OF THE BEST"

OPTIMO CIGARS

Manufactured by A. SANTAELLA & CO.

Office, 1181 Broadway, New York City

FACTORIES: Tampa and Key West, Florida

MURIEL

NEW SIZE

5¢

Only mass production makes possible this excellent 10¢ cigar quality for 5¢.

Mfd. by
P. LORILLARD CO., INC.

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Tobacco Merchants' Association Registration Bureau,

341 Madison Ave.
NEW YORK CITY

Schedule of Rates for Trade-Mark Services Effective April 1, 1916.

Registration,	(see Note A),	$5.00
Search,	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS

MYLDA:—46,178. For all tobacco products. February 23, 1933. James C. Trezevant, Tampa, Fla.

HAMPSTEAD MIXTURE:—46,179. For pipes and smoking tobacco. April 4, 1933. Barclay Rex Pipe Shop, New York, N. Y.

TRANSFERS

FACTORY FIRSTS:—38,177 (United Registration Bureau). For cigars, cigarettes, cheroots and tobacco. Registered May 22, 1913, by American Litho. Co., New York, N. Y. Transferred by Consolidated Litho. Corp., successors to original registrants, to I. Lewis Cigar Mfg. Co., Newark, N. J., April 5, 1933.

RIZ LE SUCCES:—46,181 (Tobacco Leaf). For cigarette paper and cigarette tubes. Registered August 12, 1902, by Gluckman & Son, New York, N. Y. Transferred by Gluckman & Strauch, Inc., successors to original registrants, to Societe Anonyme D'Exploitation Des Papeteries L. Lacroix Fils of Angouleme, France, for all forms of cigarette paper, except cigarette tubes, March 31, 1933.

OUTLOOK FOR PUERTO RICAN TOBACCO

Indications are that the Puerto Rican tobacco crop now being harvested will total somewhere around 15,000,000 pounds—more than twice last year's figure, reports Assistant Trade Commissioner Robert G. Boyd to the Tobacco Division of the Department of Commerce. Weather conditions have been excellent (sunny days and rainy nights) until very recently, and there has been no "vigilante" movement such as hindered the plantings last year.

It should be emphasized that the foregoing is not an official estimate, but is rather the mean of reports that have been obtained from those experienced in the Island's tobacco industry. Weather conditions during coming weeks will, of course, have a decided bearing on the actual total. The weather during the past week has not been quite so favorable, there being some yellowing of leaf reported on account of insufficient rains.

A number of areas in the Island where there were no plantings last year are going to have important yields of tobacco this year. This is largely a result of efforts of the "small farmers." In the latter part of 1932 most of these found themselves with unplanted land, some tobacco seed, and no money—so they planted tobacco. Representative areas where there was little or no tobacco last year, with the estimated average planted in tobacco this year were as follows, in acres: Comerio, 2000; Aibonito, 2000; and Cayey, 1200.

Formerly, the Puerto Rican tobacco, on account of its high quality, was sold at top prices for the manufacture of "two-for-a-quarter" cigars. Mute testimony of the tenacity of Puerto Rican growers in the face of these changing conditions is the approximately 5,000,000 pounds of the 1931 crop reported to be still on hand in warehouses on the Island. Yet, it is said that but little of the 1932 harvest is left in Puerto Rico. Pickings of the current harvest have been carried on for about two weeks. It is expected that they will extend into March.

Classified Column

The rate for this column is three cents (3c.) a word, with a minimum charge of seventy-five cents (75c.) payable strictly in advance.

POSITION WANTED

CIGAR FACTORY SUPERINTENDENT. MORE THAN 20 Years' Experience With One of the Largest Manufacturers. Hand work or automatic machines. Address Box 560, care of "The Tobacco World."

FOR RENT

OFFICE AND FLOORS FOR CIGAR MANUFACTURING OR STORAGE—No parking restrictions; good location; low rent; freight elevator and loading platform. Will divide. Metals Coating Company of America, 495 North Third Street, Philadelphia.

HAVANA CIGARS

OLD MANUFACTURING FIRM OF HAVANA QUALITY CIGARS will serve orders in any quantity to discounting dealers, at profitable prices. Satisfaction guaranteed. Address for particulars "Fair Dealing", Box 1168, Tampa, Fla.

OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
BETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS
FRIES & BRO., 92 Reade Street, New York

BLUE MOLD APPEARS AGAIN IN TOBACCO BEDS OF SOUTH

Blue mold or downy mildew of tobacco, a disease which attacks young tobacco plants in the seed beds, was found general in Georgia by Dr. E. E. Clayton, tobacco disease specialist of the U. S. Department of Agriculture, who has just returned from an inspection trip through the southern tobacco regions.

Doctor Clayton found that the disease has also appeared in Florida, South Carolina, and North Carolina. The disease caused heavy losses last year by killing the smaller plants and weakening the others so that many died when transplanted. Many growers had only partial stands, even after repeated resettings.

In the absence of effective methods of control, the Department suggested last winter that farmers sow an increased number of seed beds this year with the idea that, if the disease became prevalent again, enough plants would escape the disease to fill the planting needs of the farmer. Doctor Clayton found that in affected localities growers this season planted twice as many seeds as usual to insure getting enough plants.

The Department is experimenting intensively in an effort to develop a practical system of control and is testing many different kinds of sprays as well as many other methods which offer promise, such as controlled temperatures, humidities, and the like.

MAY 1, 1933

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VOLUME 53 No. 9

THE TOBACCO WORLD

COMMON SENSE

The importance of attractive and dependable containers for fine cigars is recognized by the progressive cigar manufacturer.

Generally the brands that are increasing their goodwill in this present analytical market are packed in the *new improved AUTOKRAFT cigar boxes.*

Cigar Manufacturers who have not investigated the value of the merits and economies of the splendid and inviting package may obtain complete details promptly by addressing the AUTOKRAFT BOX CORPORATION.

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LIMA OHIO
A Nation Wide Service

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PUBLISHED ON THE 1ST AND 15TH OF EACH MONTH AT 236 CHESTNUT ST., PHILA., PA.

After all nothing satisfies like a good cigar

WOODEN BOXES

Are the Only Natural Humidor for Cigars.

Pack your cigars in wooden boxes and preserve their delicate aroma, mellowness and flavor right up to the time they are passed over the counter to the customer.

Discriminating cigar smokers prefer to select their favorite brand from a wooden box—and it's good business to cater to the dealer and consumer by packing your cigars in wooden boxes.

WHEN BUYING CIGARS
Remember that Regardless of Price
THE BEST CIGARS
ARE PACKED IN
WOODEN BOXES

Volume 53 — Number 9

THE TOBACCO WORLD

Established 1881
TOBACCO WORLD CORPORATION
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Editorial Comment

JUST about two years ago we definitely decided for ourselves that the cigar manufacturing industry had let itself in for trouble, and despite the fact that the lay smoker thought the transparent wrapper was a good thing.

Recently a smoker who acclaimed it as a blessing two years ago stopped in to say he was wrong. Cigar manufacturers will not admit it, but we know that the lucid covering is cursed from the golf green to the living room at home. And we also know that it has turned smokers of three for 50 cents cigars to five, and two for 5-cent smokers. In appearance they all look alike in the show-case, and in smoking quality even the connoisseur admits that the transparent nightgown has changed something in the cigar's quality.

We have many letters from manufacturers of some of the finest brands produced in this country protesting against the lucid covering, but asking us because of the effect it might have on their retail and jobbing connections, not to publish them.

If manufacturers of Class C, D and E want to know what is wrong with their business, let them observe that whereas some years ago they represented about 60 per cent. of withdrawals and now only about 15 per cent., that perhaps with so little to lose they can decrease their expenses by throwing off the lucid covering on all cigars retailing at more than 5 cents.

DO CIGAR manufacturers believe that the smoker is so dumb that he does not know that the cellulose wrapper costs money? Does the consumer believe that cigar manufacturers are philanthropists, and that in this period of depression when dividends are being cut or withdrawn altogether, that the lucid covering is supplied without cost?

Any sensible human being knows that it is an expense—an unnecessary expense—and its cost comes from somewhere.

If you think the public is crazy enough to believe such philosophy just look at these figures: In 1920 in the month of March, cigars to the tune of 753,239,958 were withdrawn for sale. In March of 1933 the Revenue Bureau states that it sold stamps to cover 290,111,072 cigars!

Now, we would like to ask Mr. John H. Duys, president of the Associated Cigar Manufacturers and Leaf Tobacco Dealers, who must have statistics available, just what profit has accrued to the cigar industry since the adoption of the transparent covering?

For years on years we could count on a sale of more than 6,000,000,000 cigars. People bought them, and, we assume, smoked them. Now the industry, playing the childhood game of "Follow the Leader," is in great distress, and finally has decided to appeal to the trade for funds to promote cigar smoking.

Put the several millions now being spent for this lucid covering into a fund for promotion purposes, and no appeal need be made.

WE ARE at the bottom,—we hope—of the greatest economic disaster this country has ever known. And here is an industry spending several millions a year for something that was never needed, and which had its most prosperous years without it, appealing for funds to rebuild its business. It proposes to continue with an extraneous covering for cigars which costs money. Any clerk knows that if he puts a necktie in a box it costs his employer money. And any cigar smoker knows that the transparent wrapper costs overhead, machinery, and labor, plus the expense of the material. It must be taken out of the cost of the cigar somewhere.

And the industry goes right on trying to make itself believe that it is fooling the smoker.

The cigar withdrawal statistics for the past few years for any month, or any year, are a definite answer to this chatter.

Without going into details we know that definite changes take place in cigars encased in the transparent covering. The higher grade cigars are particularly affected. Very unfortunately, we must admit, that scientific instruments are not available to measure the change.

In this present economic situation, we do not believe that the average consumer would raise his voice if the cellulose covering was discontinued. In fact he never would have cared a darn about it, if some manufacturer had not jumped on what he thought was a wonderful fad to sell more cigars. Look at the statistics before you answer the question as to what the lucid wrapper has done for the cigar business.

Even the columnists of the daily papers are beginning to deride this silly business of wrapping everything in cellulose.

WERE you ever in a hurry to shave? And with a new package of blades? Try to tear the cellulose wrapper off. Hunt for a knife or scissors. When you find them and get the cellulose off, break the package open. Then get out the envelope with the blade in it. Tear open the envelope. Then take off the waxed paper which finally contains the blade. Yes? We should go through this every time we shave? We do not! We have found a way to cut our purchase of razor blades approximately 90 per cent.

And for one reason and another cigar smokers have found a way to cut their cigar smoking. And one way to win them back, is to go back to the old-fashioned way of packing cigars—without nightgowns on them—(the censor might withhold the publication if we printed what the women folks say).

WHILE the detailed plans of the proposed campaign to further cigar smoking are, in the nature of things, unavailable for advance broadcasting, we have learned enough to assure our readers that the entire program has been built on a fundamentally sound basis. It ought to help materially towards re-establishing the cigar as a man's smoke, and we congratulate the Committee of the Associated Cigar Manufacturers and Leaf Tobacco Dealers on the skill and thoroughness of their preliminary research and the commonsense planning based on the results of that research.

We have no hesitancy in giving our enthusiastic recommendation to this promotional effort. We feel that the association made a proper approach to the matter by its highly intelligent survey to get the facts before doing its planning. "Get the facts, or the facts will get you" is one of the most sensible mottoes of modern business. So the association's painstaking search for the information which should be the basis of any movement to improve conditions in the industry offered the first evidence of the soundness of the thinking beyond the idea.

IT IS ONE THING to get the facts, and another thing to know what to do with them after you get them. It is not uncommon for an institution or an organization to expend months of time and thousands of dollars in money to collate the facts of a certain industry or business, and then waste all that time and cash because of either a misinterpretation of these facts or faulty judgment in formulating a program based on even a correct interpretation of them. We know of more than one instance like this. We know of one case of a nationally known institution making the most extensive survey that had ever been attempted for one specific purpose, getting facts that were invaluable for the promotion of the company's business, and then making a positively futile use of this material, all at the cost of many thousands of dollars.

In other words, there was the ammunition to get the business, but it went to waste because it was improperly used. It was a good idea gone wrong. Nearly two years passed, the company had entered the thing on the wrong side of the profit and loss account, and were quickly forgetting about it. A new manager then took charge of the department for whose benefit the promotion plan had been undertaken. He wanted to work up the strongest possible sales presentation, so he asked for all the information available.

They showed him the promotion program which had proved a costly flop. He studied it closely and said he could understand that, because it could never do the sales stimulation job it was expected to do. But, he added, he'd like to get hold of the original documents, the findings on which the plan was based. The management of the business finally salvaged these from some old forgotten file and turned them over to him, discouraging his use of them on the score that they were now nearly two years old and were not worth anything, to begin with.

The new manager, who had the type of analytical mind to enable him to interpret facts clearly and the common sense to take the simplest, most direct advantage of his interpretation, immediately put on an inexpensive campaign, based entirely on the same facts which had produced no results from the former expensive program, and, in less than a year, brought that department up to first place among competition for the first time, a leadership which has now been maintained for a long time on the strength of that original survey.

THE ASSOCIATION deserves further commendation for selecting what has proven the best of the three generally used plans of raising money for co-operative promotion purposes, namely a subscription from all members of the industry based on actual business. This method has been more uniformly successful than either an appropriation from a general fund or voluntary contributions determined only by the extent of the individual's interest in the undertaking. The plan chosen by the active proponents of the cigar campaign is thoroughly equitable, and any slight objection to it may be easily overcome, as it has been in other campaigns operated under a similar method. But we insist that the only proper way for the cigar manufacturers to finance their campaign is to junk the transparent wrapper for cigars and appropriate for promotion the money thus saved.

IT IS A PLEASURE to report, however, that the association has not only gathered the facts but seems to know exactly what to do with them. It gives us a peculiar personal pleasure to add that the committee had anticipated the advice of THE TOBACCO WORLD to direct the campaign to the *young man of today*.

The program contemplates a special campaign among college men; promotional propaganda to "play up" the cigar in feature pictures, news reels, magazine fiction and illustration; publicity in current news, syndicated feature stories, special articles for women's pages of newspapers; radio release material for sustaining programs of local stations; window poster news service; educational program for dealers, etc., etc.

An outline of the plan clearly indicates that its sponsors realize the cigar industry can be revived only by an irresistible appeal to the young man. Get today's youth smoking cigars, and the result will be twofold. First, an immediate and substantial improvement in the sale of cigars; second, a guarantee of the cigar business of tomorrow.

Do Your Bit to Promote Cigars

An Appeal to Manufacturers to Join in Co-operative Campaign

By D. EMIL KLEIN

Following is a copy of a letter mailed to the trade by Mr. Klein in launching the drive to raise funds for the proposed cigar promotion campaign.

AT a meeting at the offices of Trade-Ways, Incorporated, which was attended by many of the leading cigar manufacturers in the country, the results of the survey covering all branches of the cigar industry were submitted to the manufacturers by this business group.

Plans for trade promoton, publicity and merchandising development were proposed and discussed, and met with the approval of the manufacturers assembled at the meeting.

The cost of carrying out the proposed plans will be between $150,000 and $175,000 per annum. The final decision as to the various activities to be undertaken, and all decisions in regard to expenditures, will be subject to the direction of a committee made up of the leading cigar manufacturers: and the program will be in charge of Trade-Ways, Incorporated, which organization has had a great deal of experience in this kind of work, and has been highly recommended to us by some of the largest trade associations and corporations in this country.

This promotion program can be worked out if 75 per cent. to 80 per cent. of cigar manufacturers with a combined production of 3,200,000,000 cigars per annum will co-operate. The money is to be raised on a basis of two-tenths of one per cent. (0.002 per cent.) of the annual business of each subscriber. On this basis, it is necessary to get subscriptions from manufacturers whose combined sales aggregate about one hundred million dollars per annum. The names of subscribing companies will be listed in all announcements of the campaign to the trade.

The following companies have provisionally decided to enter into the agreement:

General Cigar Company, Incorporated; Bayuk Cigars, Incorporated; Deisel-Wemmer-Gilbert Corporation; Webster-Eisenlohr, Incorporated; Waitt & Bond, Incorporated; Congress Cigar Company; Porto Rican-American Tobacco Company; E. Popper & Company; D. Emil Klein Company, Incorporated; E. Regensburg & Sons; Garcia Grande Cigars, Incorporated; Schwab, Davis & Company; Corral, Wodiska y Ca.; Morgan Cigar Company; T. E. Brooks, & Company.

During the absence of John H. Duys, president of the Association, D. Emil Klein, who has been appointed acting chairman of the committee, will have charge of the matter, and you can communicate with him regarding further details.

We realize that the steady downward trend in cigar consumption can only be met by a constructive publicity and promotional campaign on the part of the whole industry. We have talked about such a campaign for many years. We now have a real program that has been approved by the leading manufacturers, and we earnestly believe that it will produce beneficial results for us all.

Many leaders of the trade have given this matter a great deal of thought and are co-operating, but the campaign cannot be carried out unless you also co-operate.

The cost to you is only two-tenths of one per cent. (0.002 per cent.) of your annual business. This money is to be paid into the Promotion Fund of the Association every three months.

We are anxious to get started, and therefore ask that you kindly let us know at once whether you are willing to join with your fellow cigar manufacturers in this undertaking.

Industry's Shippers Get a Break

FOR a great many years the railroads have continually added restrictions in connection with the packing requirements of cigars and cigarettes, and at the present time it takes approximately six columns of fine print in the Consolidated Classification to tell you how these boxes or fiber containers must be constructed. If these instructions were not followed, there was a penalty of 20 per cent. of the rate.

The carriers have finally realized that most of these requirements are unnecessary, and that shippers of cigars and cigarettes are just as anxious as the carriers to properly protect their products. As a result, the carriers have consented to the elimination of most of these restrictions, and in Supplement 7 to the Consolidated Classification, effective May 5, 1933, they have reduced these restrictions to the following:

Cigarettes in boxes "must be so closed and secured as to prevent pilferage of contents without mutilating container."

In the case of cigars the "wooden boxes must be so constructed, strapped or sealed as to prevent opening and pilferage of contents from boxes without breaking seals or mutilating container" and "fibre boxes must be so closed and secured as to prevent pilferage of contents without mutilating container."

By these changes cigar manufacturers can do away with the old costly method of cording and sealing the wooden cases, and the only requirements that are now necessary for proper protection and satisfaction to the carriers are wooden boxes of sufficient strength to carry the weight and that this be supplemented by iron or wire straps. In the case of fiber containers they should meet the usual requirements of the Mullins test as provided for all such containers, and merely be sealed in the customary manner.

Of course the same requirements apply to cigarettes in fiber containers.

"Thinking Out Loud" About Business

LISTEN to some cigar manufacturers, and they will have you thinking the world is coming to an end. They spend a substantial part of their working days bemoaning their fate and spreading grief. But others would tell you a different story, if they could be persuaded to take the time to tell stories. They are too busy planning their work, and working their plan, in their efforts to corral a greater and greater proportion of the cigar sales they know are available. And the beauty of it is, they're doing that very thing.

Take Bayuk, as an example. It is no secret to the trade that this company operated at a not inconsiderable loss during 1932. But that circumstance did not prompt the management to adopt an attitude of "What's the use? The cigar business has been shot to Gehenna, and nobody can do anything about it." On the contrary, they decided to do something about it.

The results? The Bayuk plants are and have been working at capacity and the company is planning to expand its production facilities. Orders are pouring in from all parts of the country, not only from the sections where Bayuk was already strongly intrenched, but also from territories intensively worked for the first time during this 1933 campaign. That all this is profitable business and not merely unprofitable "busyness" is shown by the report of a healthy profit for Bayuk Cigars, Incorporated, for the first three months of 1933, recorded elsewhere in this issue.

Harry S. Rothschild, president of the company, believes that 1933 will be one of the best years in Bayuk history. That ought to stiffen the upper lip and straighten out the backbone of those other cigar manufacturers who see nothing but ruin ahead.

THE POINT raised by the Leaf Tobacco Board of Trade of the City of New York, in opposing the Federal Farm Bill, is well taken. The Board protests that payment of a bonus or processor's tax to leaf tobacco farmers who reduce their acreage would ultimately have the effect of aggravating present conditions by increasing overproduction. The simple reason is that farmers not subscribing to the plan would increase their acreage, and new growers would be encouraged. "Any guarantee of cost plus a small profit," adds the Board's telegram to the Senate Agricultural Committee and the two New York Senators, "would increase acreage in cigar leaf tobacco, thus accentuating the existing conditions of the industry and having a tendency to further reduce instead of increase prices."

EVERY MAN owes a responsibility to the business or industry which he represents. That was a principle uttered by a former Roosevelt in the Presidential chair, "hit-the-line-hard" Theodore, the famous "Teddy" of Rough Rider fame. And anyone who is conversant with the activities of intelligently directed trade associations, founded for good business purposes, knows their benefits, not only to the business or industry as a whole, but to individual members. Having ourselves an intimate knowledge of the good effects of organization, we heartily endorse the efforts of the Ways and Means Committee to make a real "national" body of the National Association of Tobacco Distributors and the five-point program on which the present membership drive is based.

Location Structure of Retail Trade

AN ANALYSIS of the fundamental factors underlying the location and distribution of a city's retail stores as indicated by a case-study of the retail trade pattern of a representative metropolitan area is presented by the Department of Commerce in a new report made public on April 20, entitled "Location Structure of Retail Trade."

In many respects a pioneering work in its field, the store location study was undertaken by the Bureau of Foreign and Domestic Commerce at the request of and with the co-operation of a number of business and research groups, including the American Transit Association, the Institute of Traffic Engineers, the Erskine Bureau for Street Traffic Research of Harvard University, and trade associations of the city of Baltimore, Md. It is the work of I. K. Rolph, of the Merchandising Research Division of the Bureau, and was carried out under the direction of H. C. Dunn, chief of the division.

The store location study, which is expected to prove of especial interest to retail and wholesale merchants, store location specialists, market analysts, realtors, city planners and transportation engineers throughout the country, is based upon a first-hand study of conditions in the city of Baltimore, in combination with an analysis of the retail trade data made available by the National Census of Distribution.

Retail trade in a metropolitan area, the study finds, tends to be segregated into five distinct forms of retail developments, dependent for their location and characteristics primarily upon the structure of the city itself. These types of trade developments are classed as: The central shopping district, subcenters, "string streets," neighborhood groups, and a "not concentrated" classification.

In a city such as Baltimore, it is shown, the central shopping district comprises no more than 0.14 square miles of area, has only 6.1 per cent. of the city's retail stores, and yet accounts for 28.1 per cent. of the total volume of retail trade. Thirty-eight per cent. of the business of this central district was in general merchandise, and 19.5 per cent. in apparel, with 64.1 per cent. of the total dollar sales of the area accounted for by independent stores. More than three-fourths of the city's jewelry sales are here; more than one-half of both the general merchandise and apparel sales, and almost one-half of the furniture and household sales.

Controlling factors in determining the shopping limits of the various retail developments within an urban community, the report shows, are as (1) population, (2) transportation, (3) income, and (4) topography.

Copies of "Location Structure of Retail Trade," forty-two pages, may be obtained for fifteen cents each from the Superintendent of Documents, Government Printing Office, Washington, D. C., or from district offices of the Bureau of Foreign and Domestic Commerce.

No Need to Throw Quality Theme Overboard in Price Sea

How the Basic Consistent Appeal of Admiration Cigars is Adapted to Present Market

By EDWARD J. REGENSBURG

Sales and Advertising Manager, E. Regensburg and Sons

The following article is taken from an interview with Mr. Regensburg in the April 20th issue of Printers' Ink.

OUR current campaign, which is appearing in display newspaper space, is in line with our consistent schedule of year-round advertising. The only time that we are absent is during the last week in December. During that month, because of the gift-buying season, we bunch our schedule in the first three weeks of the month.

Even in 1920, when we were faced with an eleven-month strike and the consequent loss in overhead, we carried on our advertising just as if nothing were wrong. We did not produce a single cigar during that eleven months. We knew that we would continue in business, that we could not afford to endanger our previous investment in good-will by dropping out of the picture.

Results, when the strike was over, justified our decision. There was a great clamor from our distributors for preferential shipments when production was resumed. Not only did our Admiration smokers pick up where they were forced to leave off, but our distributors had been given a forceful lesson in the public esteem which our product enjoyed.

One reason for this, we believe, rests in our insistence that our advertising shall always be individual. It must not only stress Admiration as a brand name, it must also convey the individuality of the product itself.

We always ask ourselves with each advertisement, "If the Admiration slug is taken out and another brand name substituted, will the copy pull equally as well?" If the answer is "Yes," the copy is killed.

To be acceptable, our copy must impress the consumer with adequate and believable reasons why he should prefer our cigars to the rank and file of every other cigar on the market.

Large cigars at cheaper prices have been an issue with which we had to contend. Instead of flopping over to price competition, however, we have held to quality as a fundamental theme in our advertising.

Our experience has demonstrated to us that this theme has flexibility which permits its being keyed to a particular mood of the buying public over any given period.

Four years ago, for example, we started featuring the slogan, "Even the last inch is mild and mellow." This "good to the last inch" appeal stressed the quality thought. Soon after came the general slump in business. We recognized that economy would be a popular reason-why approach to the public.

But we didn't have to throw our fundamental story overboard. Instead, we adjusted its interpretation to the needs of the time. Emphasis was placed on the greater pleasure and value which an Admiration smoker received for his money. Our advertising hammered home the message that here was a cigar which, because it could be smoked to the last inch, was more economical than a larger cigar, even if sold at a lower price, if that larger cigar only invited a smoking of half of it.

Today, times have changed again. We feel that people are fed up with the price appeal. The pendulum is swinging away from it. As their pocketbooks are lined with a little more money, they will show a greater responsiveness to better merchandise. Our major appeal, consequently, undergoes another interpretative change in its new presentation.

We have taken an outstanding reason which makes the merit of our product a standardized asset and we are featuring it as a timely thought. When almost everything is made by machines, complete mass production seems to be the ultimate objective of every industry.

Admiration cigars are hand-made. People, we feel, if given the choice at the same price between an article made by hand and the same product that is machine-made, will show a strong preference for the hand-made article.

This is the selling argument that dominates our new campaign. To emphasize the value of hand production, the campaign presents pictorially those many arts where human hands alone can secure the desired results. Illustrations bring into prominence the hands of the violinist, the baseball pitcher and the pianist.

Copy emphasizes the parallel between hand craftsmanship in cigar making and the artistry of the virtuoso.

When the disposition of the buying public shifts again, we are confident that our story can be adjusted so that we may pertinently interpret our product in tune with the times.

For example, there is a supplementary appeal in our present campaign which specifically demonstrates the point I am making. Hand workmanship insures employment for men. With unemployment a pressing problem of the day, it doesn't take imagination to convince a smoker that 1,000,000 cigars made by hand offer work and wages to many more people than when made by machine.

We feel that there are smokers who will agree with us and be influenced to buy in the knowledge that, by so doing, they are helping to pave the way for more employment, when to do so doesn't cost them any more than if they bought a machine-made article.

In addition to maintaining the quality of our product, we also have maintained our prices. The cigars, in each price range, have been increased in size so that any savings which may have been made possible through lower cost of materials and wages, have been passed on to the public in a longer smoke for its money.

PHILADELPHIA.

MARSH PRODUCTS MOVING FAST

W. A. COPPLE, eastern representative for M. Marsh & Son, Incorporated, Wheeling, W. Va., has a distribution and sale in Philadelphia, through the co-operating firms of F. Kuhn & Brothers, I. J. Abramson Company, M. Schoenfeld Company, and Yahn & McDonnell Cigars, which he can well be proud of.

Frank C. Flanigan, formerly connected with the Mazer-Cressman firm, has spent three months in Philadelphia helping the distributors in placing the Marsh line. Flanigan is well known throughout the trade and well liked and has done a good job here. He is now in Trenton where he will spend a couple of weeks assisting the Central Cigar Company in a campaign on the Marsh line.

New Jersey is a good market for Marsh Pioneers and Virginians. The "modernized" Pioneers, which means a Shadegrown wrapper instead of a seed wrapper, have made great strides in the eastern market, which includes metropolitan New York.

NEWMAN RECUPERATING FROM OPERATION

A. Joseph Newman, vice-president and general sales manager of Bayuk Cigars, Incorporated, underwent an operation for appendicitis on Easter Sunday, and left the Jewish Hospital, in Philadelphia, ten days later. This interlude in a dynamically busy life was carried through with such Newmanesque decisiveness and dispatch that, outside of a few intimates, no one knew of the operation until he was convalescing.

News of his recovery and return home, welcome as it will be to Mr. Newman's large army of friends in and out of the trade, will be the first intimation most of them have had of his illness and operation.

SWEENEY HEADS BAYUK IN BOSTON

John P. Sweeney, whose resignation as vice-president and branch manager of the Otto Eisenlohr & Brothers, Incorporated, division of Webster-Eisenlohr, Incorporated, was announced in the April 1st issue of THE TOBACCO WORLD, has been appointed manager of the Boston branch of Bayuk Cigars, Incorporated. He will be located at 10-12 Park Street, Charlestown, Mass.

Before his Eisenlohr affiliation, in 1929, Mr. Sweeney was sales manager for the Philadelphia branch of the American Cigar Co. He had previously been associated with Bondy and Lederer, and the General Cigar Company.

Trade Notes

The Royalist factory on North Second Street, Grabosky Brothers, Incorporated, continues to maintain its steady pace, and the brand is maintaining its popularity wherever it has been placed. Local newspaper advertising is a factor in maintaining sales.

From the Iowa territory, under the direction of R. D. Harris, factory representative, comes word of a fine reception being accorded Bayuk Phillies. Especially encouraging reports emanate from Des Moines, where O. B. West is the distributor, and Sioux City, territory of the Pratt-Mallory Company.

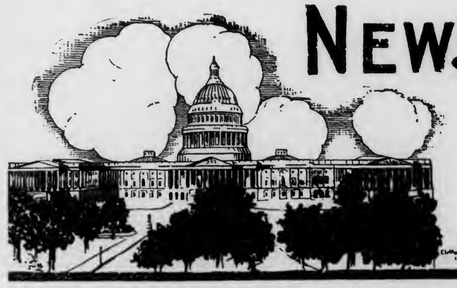
The Habanello factory, South Third Street, George Zifferblatt & Company, is preparing for increased business along with the general improvement in conditions. The Habanello brand has shown a steady increase in popularity since its introduction to the nation, several years ago.

The new Marcello brand, of Yahn & McDonnell, which was recently reinstated on the market after a long absence, and at the new price of five cents, is meeting with a tremendous demand far exceeding expectations. This quality brand is being distributed by Yahn & McDonnell through selected retailers, under their "new deal" plan.

Ben Lumley, representing the Garcia y Vega factory, Tampa, and the F. Sommerfeld Cigar Company, Miami, Fla., and working through the local distributor of those brands, John Wagner & Sons, has just returned from a trip through northern New York State and reports a very successful trip. There is every evidence of an upturn in business conditions in that territory and retailers and distributors are in a very optimistic mood.

The new Kool cigarettes, the mentholated cigarette of the Brown & Williamson Tobacco Corporation recently introduced, is meeting with a splendid reception here. The established price of fifteen cents a package, two for twenty-seven, is being maintained. The other products of the company, Wings cigarettes at ten cents, Sir Walter Raleigh smoking tobacco, and the new Dial smoking tobacco at ten cents, are also well displayed and meeting with a gratifying demand.

SHOWING TODAY... Duck Flies Out of Your Coat!
HERE'S A FUNNY ONE THAT HAPPENED TO ME LAST NIGHT AT A MAGIC SHOW.
WILL A GENTLEMAN PLEASE STEP UP ON THE STAGE AND SIT DOWN? THANK YOU.
ALL RIGHT—I'LL BITE.
WHY, SIR, DO YOU GO AROUND WITH A DUCK INSIDE YOUR COAT?
I DON'T! LET ME OUT OF HERE!
HA! HA! HA! WANT TO KNOW HOW HE DID IT?
YES—IF YOU KNOW...
Here's the Trick
HE GOT THE DUCK OUT OF A CANVAS BAG FIXED ON THE BACK OF THE CHAIR
THE BACK OF THE CHAIR IS NOT AS INNOCENT AS IT LOOKS— VELVET PANEL SLIDES DOWN, DUCK POPS OUT
ROD
TUBE
VELVET OUTSIDE
CANVAS BAG
HAVE A CIGARETTE?
NOT ONE OF THOSE, THANKS.
I HAD THE IDEA THESE WERE MILDER.
QUIT KIDDING YOURSELF. CAMELS ARE MILDER. TRY ONE AND SEE.
O.K. I'LL TAKE A CHANCE!
GOSH, I GUESS YOU'RE RIGHT. CAMELS DO SEEM MILDER AND TASTE BETTER TOO.
THERE'S NO FOOLIN' ABOUT THAT LINE. "IT'S THE TOBACCO THAT COUNTS!"
-IT'S MORE FUN TO KNOW
Camels are made from finer, MORE EXPENSIVE tobaccos than any other popular brand. Try Camels and give your taste a chance to appreciate those costlier tobaccos.
CAMEL
A MATCHLESS BLEND
Copyright, 1933, R. J. Reynolds Tobacco Company
NO TRICKS IN CAMELS—JUST COSTLIER TOBACCOS

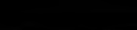


NEWS FROM CONGRESS AND FEDERAL DEPARTMENTS

FROM OUR WASHINGTON BUREAU 622 ALBEE BUILDING

RECOMMENDATIONS of American delegates to the world economic conference this summer that artificial barriers to international trade be leveled will be supported by steps shortly to be taken by the administration to abate the severity declared to exist in our own laws.

Disclosure of President Roosevelt's plans by Secretary of Commerce Daniel C. Roper leads to the belief in Washington that not only will a lowering of our tariff rates be sought of Congress but also the abandonment of certain sanitary policies under which imports of foreign agricultural and animal products have been barred from time to time. Outstanding among the embargoes which have caused dissatisfaction abroad are those on flower bulbs, Argentine beef, and certain fruits from various areas.



"Controlled inflation" to the extent of $6,000,000,000 or more now forms the backbone of the administration's plan for restoring industrial activity and improving prices throughout the United States.

Having formally announced the suspension of the gold standard, the administration now plans to let the dollar fight its own battle in foreign markets, while concentrating at home on a program involving the possible halving of the gold content of the dollar (thereby immediately increasing prices 100 per cent.), the issuance of $3,000,000,000 in new notes, which would be retired from circulation at the rate of 4 per cent. a year for twenty-five years, and accepting as much as $100,000,000 worth of silver from any foreign nation toward payment of its war debt, against which additional currency could be issued.

The immediate result of the program will be to increase prices, which showed an upward trend as soon as suspension of the gold standard was announced. The effect of higher prices, the administration believes, will be to restore industrial activity, providing additional jobs for those now unemployed, and thus start money re-circulating.

Meanwhile, the administration will do nothing to support the dollar in foreign exchange. The result will be that any depreciation of its value abroad will place the United States in an improved situation with respect to export trade.

The expansion program is to be surrounded by safeguards which the administration hopes will effectually prevent inflation getting out of bounds. The new currency, it is contended, will not be fiat money but will be issued in part against the additional gold reserves made available as a result of reduction of the gold content of the dollar.

Giving the President sweeping powers to raise or lower postage rates, but providing that after July 1, next, the rate on first-class mail for local delivery shall be two cents per ounce, the House of Representatives has approved legislation designed originally to continue in effect for another year the one cent per gallon Federal tax on gasoline.

Except for a brief discussion of the question, which disclosed that vain efforts had been made in committee to increase the rate to two cents per gallon, there was no debate on the gasoline tax, but there was bitter opposition to the proposal to give to the President the authority to make changes in postal rates.

A direct and probably almost immediate effect of the approval of the bill by Congress is expected to be the increasing of rates of postage on newspapers and magazines, the carriage of which, it was contended during the debate, now involves a loss of more than $100,000,000 to the Government.

Efforts were made during consideration of the measure to provide for return of the two-cent rate for all first-class mail, but were defeated without difficulty. The rate of three cents for letters for other than local delivery will continue in force, under the terms of the Revenue Act of 1932, until July 1, 1934.

A feature of the bill passed by the House was the provision shifting from the consumer to the producer responsibility for the tax on electrical energy.

President Roosevelt, it is indicated by his adviser, is committed to the belief that only through an easier international exchange of commodities can the basis be laid for a real return to normal conditions.

"It is futile to talk of ending the depression here or in any other country to a satisfactory extent without studying means for the restoration of international trade," Secretary Roper asserted. "The stagnation of the movement of goods between nations is not only one of the most serious results of the world depression, it is at the same time a fundamental reason for the prolongation of this unhappy state of affairs."

Efforts on the part of various nations to meet depression conditions by building up barriers and restrictions to the inward movement of commodities while at the same time seeking to expand their exports, he explained, eventually brought about an "impossible" situation and led to proposals for the forthcoming economic conference at which, he declared, the United States will assume the lead toward a saner view of international trade and, by relaxing its own barriers, set an example to other governments.

(Continued on Page 12)

News from Congress

(*Continued from Page 10*)

"I do not suggest that we should permit our tariff rates to be fixed by any world conference," Mr. Roper explained. "I do suggest, however, that our representatives will be listened to with far greater respect, and their influence in the general effort toward constructive accomplishments will be much increased, if they can come into the court of world negotiations with 'clean hands' and admitted recognition of the self-evident condition resulting from our impossible tariff situation.

"It must be made known to the world that the United States is now committed to a policy of fair play in its future international economic relations.

"We have no right to expect more generous treatment on the part of other nations, with respect to our exports, than we are willing to accord them in return. This does not mean that we should open the American market unrestrictedly to the competitive products that can be sold here by other countries more cheaply than we can produce them.

"The principle of fair play at home implies consideration for our own manufacturers and for our farmers and other workers. The new policy would be helpful to all American producers who are at all efficient; but it should not imply protection for a few special interests at the expense of the American consuming public."

BEER AND CIGARS

Importers of Manila cigars expect a healthy revival of trade just as soon as the new regulations for the control of beer becomes operative, and that industry has an opportunity to organize along permanent lines. Owing to the absence of living profits in nationally advertised brands, due to price cutting, it is pointed out that the retailers of beer will probably select their stocks from small cigar factories that maintain fair quality and sell at a price to provide something for overhead.

The wholesale price of beer, together with federal, state and municipal taxes and licenses, will not leave much for a dealer at five and ten cents a glass. He must of necessity gather something from his side lines, and if conditions are anything like those prior to 1920 in the beer trade, he is going to depend largely on cigars to help pay the rent, and "Otto," "Jake" and the "Bavarian Yodlers."

FINE PROFIT FOR BAYUK

Bayuk Cigars, Inc., reports for the three months ended March 31st, total net income of $265,628 after deduction for maintenance and repairs and estimated Federal income taxes, etc., compared with $8922 in the corresponding period of 1932. The net for the 1933 quarter is equal to $1.22 a share on 89,607 shares of common stock after reserves and payment of preferred dividends, against a deficit of $76,148 for the first quarter of 1932 after reserves and preferred dividends.

Gimbel Brothers' department store is featuring John Wagner & Sons' Monticello tobacco, the Wagner brand of cigars and the Garcia y Vega brand in a splendid display which is attracting plenty of attention and increasing substantially the sales of these high-grade products, in their cigar and tobacco department.

Under Billy Penn's Hat

Additional Quaker City News

J. Saunders, specialty man, of Waitt & Bond, Incorporated, was in Philadelphia last week promoting distribution and sale of Blackstone through the local distributors of the brand, Yahn & McDonnell.

Joe Banker and Barton Lemlein, of M. Sachs & Company, New York City manufacturer of high-grade cigar brands, were visitors at John Wagner & Sons, Dock Street, last week.

Abe Caro, the Optimo promoter, was in town last week conferring with the Yahn & McDonnell, local Optimo distributor. The Optimo brand has held its market in this locality remarkably well during the depression period.

The Monticello brand of smoking tobacco, a controlled brand of John Wagner & Sons, is selling far beyond expectations, and several new distributors of this high-grade smoking tobacco have been added during the past two weeks. The sixteen-ounce size, retailing at $1.75, is a particularly popular seller.

A voluntary bankruptcy petition was filed in court here last week by John F. Nicely, trading as John F. Nicely & Company, leaf tobacco dealer, Lititz, Pa. Liabilities were listed as $369,783 and assets, $20. Martin E. Musser is referee, and Bernard M. Zimmerman, Lancaster, Pa., counsel.

William Freeman, of the Medal of Honor Cigar Company, New York, was a visitor at the headquarters of the local distributors of the brand last week, John Wagner & Sons. The new ten-cent size of this brand has acquired a splendid following here since its introduction.

Briggs, the high-grade smoking tobacco placed on the market by the P. Lorillard Company a few months ago, has leaped to an enviable position in the Philadelphia territory under the able distribution of Yahn & McDonnell. The recently introduced sixteen-ounce tins, retailing at $1.25, and the eight-ounce tin, retailing at 65 cents, are enjoying a highly satisfactory demand.

Harry A. Tint, who has been for some time "hiding his light under a basket," by having his first-class cigar stand tucked away in the arcade at 1420 Chestnut Street, has decided to "come out in front," so on and after May 1st he will be located in the thoroughly modern store at 1420 Chestnut Street, where all who pass by will see the Harry A. Tint store that they have been hearing about for the past few years. Mr. Tint opened his first store at No. 9 Burlington Arcade nearly five years ago, and in a very few months his business and reputation had grown so rapidly that additional space had to be leased. In 1931 he opened his second store in the concourse of the Pennsylvania Building, which immediately gained a reputation as a source of high-grade tobacco products, since Mr. Tint thoroughly believes in handling only the best obtainable cigars and tobacco products.

And now say "hello" to
KOOL
B&W's
MILD MENTHOLATED
new CIGARETTE
IT'S CORK-TIPPED. It's mildly mentholated. Just enough mild menthol to KOOL the throat and tongue without touching the fine tobacco flavor.
Good name. Good package. Good profit for you. A "Natural" for your customers. Good reception wherever it has been introduced. There's a whale of a market ready and waiting with fifteen cents for KOOL. If you haven't placed your order yet, please get in touch with your jobber today.
KOOL
MILD MENTHOL
Cigarettes
CORK TIPPED
CORK TIPPED
15¢
BROWN & WILLIAMSON TOBACCO CORP., LOUISVILLE, KENTUCKY
Brown & Williamson products have been designed to bring you the most profit in all lines and prices. New products are added to fit the times. Are you getting your share of profit from these live, selling items: Sir Walter Raleigh Smoking Tobacco, Raleigh Cigarettes, Golden Grain Smoking Tobacco, Wings Cigarettes and Target Cigarette Tobacco?
SIR WALTER RALEIGH
SMOKING TOBACCO FOR PIPE AND CIGARETTES
It's 15¢—and it's milder!
Raleigh
15¢—Plain or Tipped
GOLDEN GRAIN
The Barley Blend 5¢
WINGS
now 10¢
TARGET
CIGARETTE TOBACCO
10¢
"It's Blended"
The REAL Cigarette Tobacco

MARCH WITHDRAWALS FALL

THE following comparative data of tax-paid products indicated by monthly sales of stamps are obtained from the statement of internal revenue collections for the month of March, 1933, and are issued by the Bureau. (Figures for March, 1933, are subject to revision until published in the annual report):

Products	*March 1932*	*March 1933*
Cigars (large):		
Class A .....No.	267,632,395	249,231,230
Class B .....No.	4,577,807	1,924,673
Class C .....No.	77,971,942	34,656,138
Class D .....No.	4,867,017	3,872,130
Class E .....No.	332,969	426,901
Total	355,382,130	290,111,072
Cigars (small) .....No.	20,826,480	9,446,307
Cigarettes (large) ...No.	320,614	160,847
Cigarettes (small) ..No.	8,446,577,237	7,974,030,063
Snuff, manufactured..lbs.	3,455,166	2,518,475
Tobacco, manufact'd..lbs.	27,988,941	24,938,566

NOTE: The above statement does not include tax-paid products from Puerto Rico and the Philippine Islands. This information is shown in supplemental statement.

Tax-paid products from Puerto Rico for the month of March:

Products	*March 1932*	*March 1933*
Cigars (large):		
Class A .....No.	4,335,350	4,776,900
Class B .....No.	10,000	415,100
Class C .....No.	1,107,500	5,200
Total	5,452,850	5,197,200
Cigars (small) .....No.	.....	550,000
Cigarettes (large) ...No.	50,000	30,000
Cigarettes (small) ..No.	.....	96,000

Tax-paid products from the Philippine Islands for the month of March:

Products	*March 1932*	*March 1933*
Cigars (large):		
Class A .....No.	13,185,195	10,521,750
Class B .....No.	48,920	3,753
Class C .....No.	39,394	6,900
Class D .....No.	60	.....
Class E .....No.	100	50
Total	13,273,669	10,532,453
Cigarettes (small) ...No.	39,750	38,900
Tobacco, manufact'd.lbs.	39	7

NOTE: Quantities of tax-paid products shown in above statements are indicated by stamp sales for the month.

Internal Revenue Collections for the Month of March

Sources of Revenue	*1932*	*1933*
Cigars	$1,037,059.39	$752,635.62
Cigarettes	25,342,204.38	23,923,646.54
Snuff	621,929.89	453,325.48
Tobacco, chewing and smoking	5,038,196.25	4,489,025.41
Cigarette papers and tubes	165,187.02	70,804.65
Miscellaneous, relating to tobacco	39.60	110.00

WEBSTER EISENLOHR PREFERRED AT $60

According to an announcement on Wednesday, Webster Eisenlohr, Incorporated, is offering preferred stockholders $60 a share for their stock. The stock is cumulative as to $7 a share annually and accumulations now amount to $14 a share. On December 31, 1932, there were outstanding 15,000 shares of the stock.

Webster-Eisenlohr, Incorporated, reports for the quarter ended March 31, 1933, a net loss of $86,579, against a net loss of $34,946 in the same quarter of last year.

A. & P. RAISES CIGARETTE PRICES

On Monday, April 17th, as per previous announcement, the Atlantic & Pacific grocery stores in Pennsylvania and New Jersey boosted the retail price on the "big four" cigarette brands, formerly sold at ten cents a package, to ten and one-half cents a pack, two for twenty-one cents, and $1.05 a carton. The American Stores Company also boosted their prices accordingly.

ELLIS HENOFER DIES SUDDENLY

Eugene M. Henofer, of 216 Seaside Avenue, Atlantic City, N. J., one of the best known cigar box lumber salesmen in the country, has been receiving condolence and expressions of sympathy from his many friends because of the death of his brother, Ellis, who passed away suddenly at his home in Rutherford, N. J., on Monday, April 24th.

Funeral services were held at his late home in Rutherford on Wednesday evening, followed by services in the chapel of Northwood Cemetery, Philadelphia, Pa., on Thursday at 2 P. M. He was seventy-three years old.

IMPORT AND EXPORT STATISTICS ISSUED

The Department of Commerce, Bureau of Foreign and Domestic Commerce, Washington, D. C., has just released their annual statistical statement showing United States exports and imports of leaf tobacco and manufactured tobacco products in detail for the years 1931 and 1932, showing pounds and value in American dollars.

Copies of this report can be obtained from the Department at Washington at a cost of twenty-five cents a copy mailed to addresses in the United States, and thirty-five cents a copy for foreign addresses.

Congress Cigar Company, Incorporated, for the quarter ended March 31, 1933, reports net loss of $129,116, against net profit of $102,913 for the corresponding quarter of 1932.

MARCH WITHDRAWALS, 1920 TO 1931

1920	753,239,958
1921	561,343,699
1922	529,162,381
1923	547,514,691
1924	515,895,112
1925	504,303,979
1926	564,224,856
1927	528,697,564
1928	497,904,282
1929	491,304,798
1930	454,765,717
1931	440,472,410

NINE MONTHS' WITHDRAWALS FOR CONSUMPTION

Cigars:	*1st 9 Mos. Fiscal Yr. 1933*	*—Decrease +Increase Quantity*
Class A—		
United States	2,567,926,965	— 174,386,915
Puerto Rico	44,241,970	— 25,184,055
Philippine Islands	126,562,485	— 5,288,600
Total	2,738,731,420	— 204,859,570
Class B—		
United States	30,571,799	— 25,567,801
Puerto Rico	502,350	— 313,400
Philippine Islands	524,446	— 462,723
Total	31,598,595	— 26,343,924
Class C—		
United States	510,061,138	— 380,380,434
Puerto Rico	907,080	— 3,156,564
Philippine Islands	206,148	— 165,254
Total	511,174,366	— 383,702,252
Class D—		
United States	38,744,702	— 16,759,909
Puerto Rico	1,500	— 16,700
Philippine Islands	1,876	— 3,406
Total	38,748,078	— 16,780,015
Class E —		
United States	4,820,862	— 4,660,595
Puerto Rico	.....	— 500
Philippine Islands	26,823	+ 12,411
Total	4,847,685	— 4,648,684
Total All Classes—		
United States	3,152,125,466	— 601,755,654
Puerto Rico	45,652,900	— 28,671,219
Philippine Islands	127,321,778	— 5,907,572
Grand Total..	3,325,100,144	— 636,334,445
Little Cigars:		
United States	176,615,108	— 50,056,812
Puerto Rico	3,604,000	+ 104,000
Philippine Islands	.....	.....
Total	180,219,108	— 49,952,812
Cigarettes:		
United States	76,138,605,356	—2,967,610,239
Puerto Rico	2,339,340	— 2,322,860
Philippine Islands	1,294,610	— 82,020
Total	76,142,239,306	—2,971,015,119
Large Cigarettes:		
United States	2,226,784	— 1,236,411
Puerto Rico	390,000	— 309,500
Philippine Islands	10,991	+ 10,791
Total	2,627,775	— 1,535,120
Snuff (lbs):		
All United States.	25,476,777	— 3,735,781
Tobacco, manufactured (lbs.):		
United States	224,903,847	— 20,211,331
Philippine Islands	198	— 647
Total	224,904,045	— 20,211,978

NATHAN WEISS DEAD

NATHAN WEISS, formerly vice-president of the American Cigar Company, and director of the American Tobacco Company, died Sunday, April 23, at his home, 365 West End Avenue, New York City, and was buried the following day in Union Field Cemetery, Cypress Hills, Queens. He was seventy-three years old. Born in Austria, he came to this country when he was thirteen years old, and spent his entire working life in the cigar business. He was unmarried and is survived by a sister, Mrs. Joseph E. Low, and a brother, Adolph. He was a generous contributor to charity and a member of the Progress Club.

TOBACCO PRODUCTS CORP. REPORTS

The report of Tobacco Products Corporation of Delaware, for the eleven months ended December 31, 1932, shows net income of $2628 after expenses and interest. Loss on sales of United Cigar Stores Company of America stock amounted to $500,055, the report showed.

BIG PLAY ON MANILAS

Manila cigars in the five and the two-for-five-cent class are being displayed conspicuously in New York. In the windows and on the counters of many of the busiest cigar and drug stores of the city, those handmade, long-filled Manilas are much in evidence. And the prices are being maintained.

LUMBER COMPANY MOVES

The American Cigar Box Lumber Company, manufacturers of cigar box lumber, announces the removal of its Brooklyn, N. Y., office from 130 Clinton Street, to The American Insurance Company Building, 15 Washington Street, Newark, N. J., effective April 26, 1933.

This location is served by the "Hudson Tubes" and the Delaware, Lackawanna & Western, and Pennsylvania Railroads. The new telephone number is Humbolt 2-1176.

FEWER CIGARETTES IN EGYPT

The total consumption of cigarettes in Egypt is declining. The situation may be attributed primarily to increased customs duty on tobacco, which is not grown at all in Egypt, and to a reduction in the purchasing power of the inhabitants of the country, resulting from unfavorable economic conditions. Many manufacturers are now producing smaller cigarettes and selling them at a somewhat reduced price. Though a consumer may smoke as many cigarettes in a day as he did formerly, he is actually using less tobacco because the cigarettes he uses are smaller. There has been a slight increase recently in the sales in Egypt of certain brands of so-called "popular priced" American cigarettes. Although it is not believed that the volume of sales of American cigarettes in Egypt will ever be very large, nevertheless there is sufficient demand for them to warrant placing them on the local market.

Sam Adler, representing the Villazon factory, Tampa, Fla., is expected to arrive in Philadelphia on May 1st, according to advice received by the local distributor of the brand, John Wagner & Sons.

Scraps of Tobacco News

Packed in Small Parcels for Quick Reading

THE Pennstate Cigar Corporation has been formed by Harry I. Tabakin, who will be remembered as having been associated with Bobrow Brothers for a number of years, and later with M. Marsh & Son, Wheeling, W. Va., and Walter L. Katzenstein, also formerly associated with the Marsh firm.

The new firm, for the present, will manufacture the Hilo cigar and the Envoy, both high quality brands, made of long filler tobacco, individually wrapped in cellophane and retailing at two for five cents. The two brands will be made in a slightly modified panatela shape.

Harry Tabakin is president of the corporation, and will be in charge of manufacturing operations, and Mr. Katzenstein is secretary and treasurer and will be in charge of sales promotion.

The manufacturing plant is located in a thoroughly modern building, with an abundance of light and air, at Allegheny Avenue and Boudinot Street.

Taking advantage of low prices in the producing markets, the Spanish tobacco monopoly increased its 1932 imports of leaf tobacco about 33 per cent. compared with those of the preceding year, as well as with the average for the three years preceding, reports Assistant Commercial Attache Julian C. Greenup to the Tobacco Division of the Department of Commerce. Yet 1932 sales are said to have dropped, due to depression and to higher retail prices. Imports of leaf from the United States during 1932 totaled 13,269,487 pounds as compared with 6,446,250 for the year 1931.

The regular quarterly dividend of $1 a share has been declared on the common and common B stock of the Liggett & Myers Tobacco Company, payable on June 1st to stockholders of record at the close of business on May 15th.

Between 440,000 to 550,000 pounds of Hassan Keif tobacco, which is grown in Turkey, are imported into Egypt annually. This tobacco is consumed, for the most part, in narghile pipes. Recently, however, certain small cigarette manufacturers inaugurated the practice of mixing Hassan Keif with other varieties of tobacco used in the manufacture of their cigarettes in an effort to lower production costs. This situation soon came to the attention of the larger manufacturers who bought up surplus stocks of Hassan Keif in order to deprive the smaller producers of their immediate sources of supply. The smaller manufacturers then began substituting dark Virginia for Hassan Keif. As a result, importations of dark Virginia from the United States have been stimulated temporarily. It should be pointed out, however, that this is a minor development of no great commercial importance.

Economy in the Sumatra tobacco industry continued to be necessary in 1932. The industry had been slow in following the example of rubber and other estates, but in 1932 it also sought to economize by closing estates or combining neighboring properties under one management.

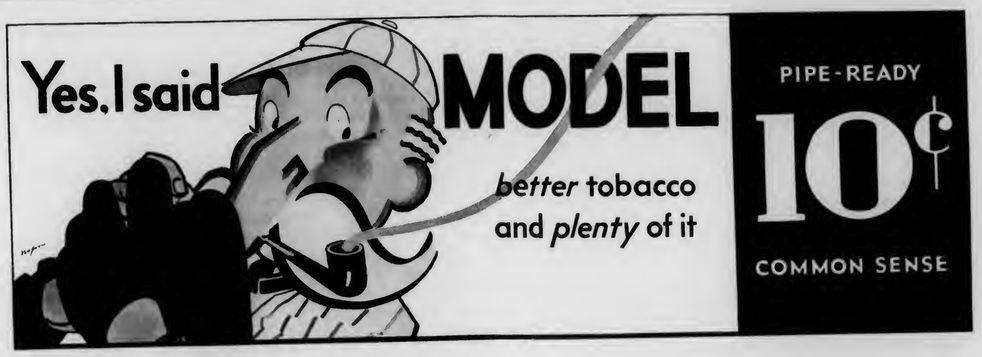
On his return from Amsterdam, Holland, John H. Duys, president of H. Duys & Company, Incorporated, stated that the unsatisfactory prices which caused the indefinite cancellation of the Sumatra inscriptions, were due to general conditions and an inferior crop unsuited to the American market.

During his stay in this country, before returning to Amsterdam next month, it is expected that Mr. Duys will take charge of plans for the cigar promotion campaign which has been managed during his absence by D. Emil Klein.

The Java auction scheduled for the week ending March 10th was eventually cancelled and the opinion among tobacco brokers is that it was fortunate that it had been so cancelled as the suspension of official trading in dollars on March 4th might have, otherwise, produced confusion in the auction because of the probable inability of buyers for American account to make commitments. Several thousand bales of the early Vorstenlands were offered at the auction of March 27th to 30th. The *Maasbode*, in its edition of March 5, 1933, mentions that up to February 27th, 72,078 bales of Sumatra tobaccos had arrived at Amsterdam; in other words, about half of the harvest that is to be marketed this year in that city. As for the sand leaves, the arrivals have been about 12 per cent. under those of the previous harvest, but the relation of the quantity of these leaves to the entire harvest is remarkably favorable as the decrease in the latter is estimated at about 23 per cent.

It is reported that a consortium of leading firms in the German iron and steel industry have obtained a large order from the Bulgarian government on the basis of an agreement providing for the purchase of Bulgarian tobacco from tobacco firms co-operating with the consortium, states a report prepared by American Consul J. H. Morgan and released by the Tobacco Division of the Department of Commerce. According to the terms of the agreement, the Bulgarian government will pay for the locomotives, railway cars, wagons, and other mechanical equipment, which it purchases from the consortium, by paying to the Bulgarian tobacco exporters the sums due for exports of tobacco to the tobacco companies co-operating with the consortium. The tobacco buyers will, in turn, reimburse the consortium of iron and steel industrialists. It is further stated that although the agreement has not been finally ratified, it is, nevertheless, complete and that formal ratification will follow shortly.

The value of purchases to be made by the Bulgarian government is approximately 40,000,000 marks. Regardless of the fact that the original negotiation was between the German consortium and the Bulgarian government exclusively, the business will be shared with French, Belgian, Czechoslovak, Austrian, Hungarian, and Polish members of the International Railway Cartel. Sixty per cent. of the original order will be allotted to the German firms and 40 per cent. to the foreign firms. It will be necessary for the foreign concerns to arrange for proportional purchases of Bulgarian tobacco.



Established 1886
"BEST OF THE BEST"
OPTIMO CIGARS
Manufactured by A. SANTAELLA & CO.
Office, 1181 Broadway, New York City
FACTORIES: Tampa and Key West, Florida

MURIEL
NEW SIZE
5¢

Only mass production makes possible this excellent 10¢ cigar quality for 5¢.
Mfd. by
P. LORILLARD CO., INC.

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WILLIAM BEST, New York, N. Y.	Chairman Executive Committee
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CHARLES DUSHKIND, New York, N. Y.	Counsel and Managing Director
Headquarters, 341 Madison Ave., New York City	

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PHILIP MORRIS ON RADIO

Philip Morris, Limited, manufacturers of the Marlboro cigarette, are now advertising their new Philip Morris brand over a national hook-up of the National Broadcasting Company. The program is being broadcast on Monday nights at 8:45 Eastern Standard Time, and Wednesday and Saturday nights at 9 o'clock, Eastern Standard Time, featuring the "Band of Famous Brands" orchestra.

The new brand retails at fifteen cents a package and has met with an immediate response from retailers and consumers, and the percentage of repeats has been very gratifying to the company. The radio broadcast will undoubtedly result in additional popularity for the brand.

Tobacco Merchants' Association Registration Bureau, 341 Madison Ave. NEW YORK CITY

Schedule of Rates for Trade-Mark Services Effective April 1, 1916.

Registration,	(see Note A),	$5.00
Search,	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS

HALF NELSON:—46,184. For cigars. March 24, 1933. D. Emil Klein Co., Inc., New York, N. Y.

MODIFIED CIGARS:—46,186. For cigars. April 18, 1933. A. Orkin, New York, N. Y.

THE DESK:—46,182. For cigars. March 24, 1933. Goodman Cigar Company, Westfield, Mass.

TRANSFERS

CRESCENDO:—(Trade-Mark Record). For cigars. Registered July 17, 1889, by George Schlegel, New York, N. Y. Transferred to Consolidated Litho. Corp., Brooklyn, N. Y., and re-transferred to Havatampa Cigar Co., Tampa, Fla., April 7, 1933.

CASILDA:—32,705 (Trade-Mark Record). For cigars. Registered April 17, 1907, by Geo. Schlegel, New York, N. Y. Through mesne transfers acquired by C. H. Plitt Cigar Co., and re-transferred to A. Kauffman & Bro., York, Pa., about 1924.

RE-REGISTRATION OF ABANDONED OR UNUSED TRADE-MARKS

Notice is hereby given that an application has been filed with us for the registration of the following trade-marks, and that same will be registered unless we shall be advised of the existence of any valid rights thereto by written notice, setting forth specifically the basis of such claims on or before the registration date set opposite the trade-marks:

THREE-POINT-TWO .....May 3, 1933
3.2 P. C. .....May 3, 1933

MANILA NOTES

Philip Frieder, of S. Frieder & Sons, has arrived at Manila to take charge of factory operations in the Philippines.

David F. Morris, Philippine Tobacco Agent, is calling on the cigar trade in the East and South. He has covered Pennsylvania, Delaware, and Maryland. He reports that all signs indicate an immediate return of record business on Manila brands.

Mr. and Mrs. E. E. Crane after spending a few weeks in Manila continued their round-the-world trip to the Island of Bali, then to Sumatra and other points of interest in South Asia. They are touring Europe at present.

Manila importers report an improvement beginning the first of the month. February and March were slow, due in some measure to the bank holiday and the uncertainties of business. The return of confidence, however, is reflected in the increased number and sizes of orders the past few weeks.

Juan Posadas, Jr., Collector of Internal Revenue, Philippine Islands, is keenly interested in the development of tobacco. On his plantation near Manila he has been experimenting with certain types of Turkish tobacco to produce a native hybrid that will make a satisfactory cigarette. Notwithstanding the fact that he is one of the busiest officials in the Islands, Mr. Posadas finds time as an amateur to engage in horticultural experiments.

Classified Column

The rate for this column is three cents (3c.) a word, with a minimum charge of seventy-five cents (75c.) payable strictly in advance.

POSITION WANTED

CIGAR FACTORY SUPERINTENDENT. MORE THAN 20 Years' Experience With One of the Largest Manufacturers. Hand work or automatic machines. Address Box 560, care of "The Tobacco World."

FOR RENT

OFFICE AND FLOORS FOR CIGAR MANUFACTURING OR STORAGE—No parking restrictions; good location; low rent; freight elevator and loading platform. Will divide. Metals Coating Company of America, 495 North Third Street, Philadelphia.

HAVANA CIGARS

OLD MANUFACTURING FIRM OF HAVANA QUALITY CIGARS will serve orders in any quantity to discounting dealers, at profitable prices. Satisfaction guaranteed. Address for particulars "Fair Dealing", Box 1168, Tampa, Fla.

OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
BETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS
FRIES & BRO., 92 Reade Street, New York

HARRY ROGERS JOINS FURGATCH

Harry L. Rogers, well known throughout the trade as an importer of fine pipes in partnership with his son Arthur, has become associated with the firm of S. H. Furgatch & Company, New York manufacturers of the Vega Del Rey cigar, as traveling representative of that firm and will in the future cover the territory formerly traveled by Fred Suss, who passed away suddenly on February 7th.

Messrs. Rogers and Furgatch frequently covered their territories together, so that Mr. Rogers is thoroughly familiar with the trade to be covered, and they are also well acquainted with him. In his visits to the trade Mr. Rogers has established a reputation for integrity and fair dealing which should prove mutually profitable in his new connection.

Mr. Rogers' pipe business will continue to be carried on by his son Arthur.

CIGAR MANUFACTURERS MEET FRIDAY

Following the return of John H. Duys, president of the Associated Cigar Manufacturers and Leaf Tobacco Dealers, who has been absent for some time attending the Sumatra inscriptions at Amsterdam, a meeting of the members of the above organization was called for Friday, April 28th, at the Hotel Roosevelt, New York City. Matters pertinent to the plan to increase the popularity and sales of cigars were discussed.

MAY 15, 1933

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VOLUME 53 No. 10

THE TOBACCO WORLD

COMMON SENSE

The importance of attractive and dependable containers for fine cigars is recognized by the progressive cigar manufacturer.

Generally the brands that are increasing their goodwill in this present analytical market are packed in the *new improved AUTOKRAFT cigar boxes.*

Cigar Manufacturers who have not investigated the value of the merits and economies of the splendid and inviting package may obtain complete details promptly by addressing the AUTOKRAFT BOX CORPORATION.

Phila., Pa.
Hanover, Pa.
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AUTOKRAFT BOX CORPORATION
LIMA OHIO
A Nation Wide Service

York, Pa.
Chicago, Ill.
Detroit, Mich.
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PUBLISHED ON THE 1ST AND 15TH OF EACH MONTH AT 236 CHESTNUT ST., PHILA., PA.

After all nothing satisfies like a good cigar

WOODEN BOXES

Are the Only Natural Humidor for Cigars.

Pack your cigars in wooden boxes and preserve their delicate aroma, mellowness and flavor right up to the time they are passed over the counter to the customer.

Discriminating cigar smokers prefer to select their favorite brand from a wooden box—and it's good business to cater to the dealer and consumer by packing your cigars in wooden boxes.

WHEN BUYING CIGARS
Remember that Regardless of Price
THE BEST CIGARS
ARE PACKED IN
WOODEN BOXES

Volume 53 — Number 10

THE TOBACCO WORLD

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Editorial Comment

IN our last issue, with only a skeleton outline to guide us, we took occasion to compliment the Associated Cigar Manufacturers and Leaf Tobacco Dealers on the proposed promotion campaign to boost cigar smoking. We congratulated the committee on the skill and thoroughness of their preliminary research and the commonsense planning based on the results of that research. We commended them for selecting the best of the three generally used plans of raising money for co-operative promotion purposes, namely a subscription from all members of the industry based on actual business, although we insisted that the obvious way to finance the opening of the campaign is to junk the transparent wrapper for cigars and appropriate the money thus saved.

Now, having carefully digested the more detailed sketch of the survey and program, as drawn by David Rosenblum, executive vice-president of Trade-Ways, Incorporated, and printed elsewhere in this issue, we repeat our congratulations. This is undeniably a step in the right direction. We are in accord, in the main, with the conclusions reached in the survey, and we believe that the entire job was done in a workmanlike manner, up to the point of submitting it to many of the cigar manufacturers who were asked to finance it.

WE say we are in accord "in the main," because there are several glaring omissions from the report which prevent us from giving it our unqualified approval. The report gives the credit for the tremendous increase in cigarette sales to the development of a better blended cigarette tobacco, the introduction of a slow-burning cigarette paper, and more economical manufacturing methods, making it possible to offer a better cigarette at a better price. "At that time," says the report, "there was a great prejudice against cigarettes, but the improved product gradually won tolerance, acceptance and approval. Cigarette smoking came into favor; and, with the trend started, imitation became a powerful factor in winning converts. That was especially true in the development of smoking among women."

The survey thus passes up, without even a casual mention, the two most powerful influences in the spread of cigarette smoking—the World War and cigarette advertising.

IT is our impression, gained from personal observation of the gradual change in public attitude at the time, as well as a careful study of the figures, that the cigarette came into its own in a big way during the World War. Then for the first time, smokers and non-smokers—and among the latter many fanatical opponents of the cigarette—learned in an unforgettable manner, through the cigarette, what a real boon tobacco is in filling the physical and mental needs of humans. That realization gave a much greater impetus to the spread of cigarette smoking, we believe, than the factors enumerated in the survey report. Certainly, the World War was an influence in popularizing the cigarette that cannot be ignored in such a comparative study as the present one.

By the same token, the absence of any mention of cigarette advertising is past understanding. The growth of cigarette advertising to the point where it shares with food alone the leadership in national publicity, its ubiquitousness—which is a "high-hat" way of saying that you cannot escape it in newspapers and magazines, on painted signs and billboards, on the air, in window displays and so on—these aspects of cigarette advertising simply must be considered in any study of the causes of a decline in cigar smoking. But, more important than the staggering volume of this cigarette advertising, its character merits the serious consideration of the research expert. You may have your own opinion about this or that campaign theme, but you must admire and compliment the cigarette manufacturers for their unwillingness to follow the beaten track. Cigarette advertising stands out in any company. It is unhackneyed, varied, unconventional, dominating, modern, resourceful, above all human. If, as the report states, the gain in cigarette smoking has been at the expense of cigar smoking, any plan to check the decline of the latter must take cognizance of the former's advertising.

So much for that. It is too late to do anything about the World War influence, but cigar manufacturers can certainly get into their copy some of the human interest selling that characterizes the cigarette campaigns. A distinguished few are doing it now, but they are the exceptions. In much of the present cigar advertising, the illustration that is used to draw attention is the picture of a cigar, a *fin de siecle* device which means nothing because all cigars look alike in a picture, in fact, they all look alike in a box today, their distinguishing characteristics being so obscured behind the stuff used to cover their individual appearance and to conceal their aroma.

ASIDE from the growth of cigarettes, the report ascribes the doldrums from which the industry is suffering to the lack of a good five-cent cigar until recently. Some of us believe that more than one good five-cent cigar existed when Vice-president Marshall made his oft-quoted crack about the country's greatest need—Havana Ribbon, Cinco and Bold, to mention three in Philadelphia alone.

We honestly believe that too much stress is laid on price in the report. It is a fact that cigarettes actually increased in price while they were climbing in sales. Back in 1905, when the change in cigarette sales began, cigarettes were and had been cheaper than they have been since. The standard retail price for Sweet Caps and the others in vogue was five cents for a pack of ten. What a hullabaloo would be raised today over a pack of twenty cigarettes for a nickel, which was the price we used to pay for Cycles, Home Runs or a "boatload" of American Beauties.

No, John Duys hit the nail more squarely on the head when he said that the cigar people have been looking out the window while the cigarette people have been stealing away the consumers. That unawake attitude was more responsible than price for the cigar's decline.

It is our well-considered opinion that the craze for the messy wrapper on cigars was also more responsible than price for the cigar's descent to its present low estate.

WE think, too, that the maximum amount—$175,000—specified for each year of a three-year campaign is woefully inadequate for the program outlined, praiseworthy and intelligently planned as that program is. That sum of money could advantageously be spent on only one feature of the program. The process of changing public opinion is long, tedious and painstaking. Any hastening of that process is tremendously costly.

To make the cigar the young man's smoke is, without any question of doubt, the job to be done, and it will be done only when every boy is made to realize that he becomes a man when he is graduated to his first cigar and his first glass of beer. Incidentally, we were disappointed that the report made no mention of beer, which became illegal when the young men who should today be converted to cigar smoking had not started to kindergarten.

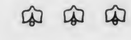
The cigar manufacturers should decide which one of the many features of the proposed program will best do the job of proselyting young men—and concentrate on that one feature, instead of scattering their shot thinly over many efforts. Then each individual manufacturer, in his own advertising and sales promotion, should pursue the same basic theme—start a real competition for the young man's favor. That is our idea of the way to accomplish the objective.

We intimated, in the beginning, that the work so far done on the proposed campaign was excellent up to the point of its presentation to those manufacturers who had not been present at the New York meeting when it was outlined to members of the ACMLTD. It was submitted to those other manufacturers in a letter which gave no information whatever about the nature of the campaign. In fact, the only definite information the letter contained was the cost to each manufacturer, a small percentage of his volume in cash, payable quarterly. Small wonder they did not stampede to subscribe. They were asked to do two things no business man likes to do—buy a pig in a poke, and make what amounted to a report of business done every ninety days.

The first objection could easily have been anticipated by sending with the first letter an outline of the survey and plan such as the Rosenblum paper in this issue. We are happy to report that, with a wider dissemination of information, subscriptions are now coming in gratifying volume.

The second objection can be overcome, as it has been in similar enterprises of which we have intimate knowledge, by the designation of a totally disinterested recipient of the campaign funds, who will simply notify the Executive Secretary, as each quarterly contribution is received, that a certain sum has been credited to the campaign account. No information regarding an individual subscriber's business need be divulged to any interested party.

WE repeat, we're for this promotion plan to revive cigar smoking. We like the straightforwardness of the sponsors in not promising miracles, and we pledge the support and co-operation of THE TOBACCO WORLD, although we shall always reserve the independent right to speak our mind, for the good of the industry, as we have spoken, here and now.



NO BETTER TIME could possibly have been chosen for the inauguration of a plan to promote the best interests of the cigar business. In addition to filling a crying need of the moment, namely the exercise of a combined effort to raise the status of the entire industry, the campaign will become opportunely a part of the New Deal. It will be the first step in the organization of all the forces of the tobacco business to co-operate with the movement to re-establish the tobacco industry in company with all other industries, on a firm, solid, profitable basis. It is the logical first move towards a co-ordination of all the forces and influences which make for the real importance of this industry. And these forces and influences are represented by the human equation—the large army of people engaged in growing the leaf, in marketing it, in fabricating it into the finished product, in packaging and labeling it, in wholesaling it, and in selling it to the consumer. All should be interested in an effort to organize the industry as a whole, to the end that there may be no picayunish or jealous competition to divert an existing per capita consumption of tobacco from one class of tobacco products to another, but, rather, an actual increase of the per capita consumption. This can be done. It can be done, however, only if all the elements of the tobacco industry organize in the same co-operative way as has proven highly profitable to many other younger and more progressive industries in recent years.

Cigar's Future Depends On Making It The Smart Smoke for Young Men

An Outline of the Survey and Proposed Promotion Plan Submitted to Cigar Manufacturers

By DAVID ROSENBLUM

Executive Vice-President, Trade-Ways, Inc.

WE were retained by the Association of Cigar Manufacturers and Leaf Tobacco Dealers in December, 1932, to study the causes for the decline in cigar consumption, to determine which of those causes are subject to control and to direction, and to work out a program for co-operative action by the Association to promote cigar smoking.

Our survey covered a period of approximately three months. During that time members of our staff covered the leading centers of the cigar industry—New York, Chicago, Philadelphia, York, Red Lion, Boston, Tampa, Detroit, Hartford, Albany, and a number of additional points. In each of these centers we contacted and interviewed leading manufacturers, jobbers, retailers, and leaf tobacco dealers. Our purpose was to obtain at first hand, under informal conditions, the ideas and views and experiences of all factors in the industry as to the causes for the decline in cigar consumption and as to the practical steps that might be taken to rebuild cigar sales. The plans for our survey were carefully worked out, and the interviews with the men in the trade covered many subjects. All the manufacturers, jobbers and retailers with whom we talked discussed these subjects freely and frankly, and I want to express our thanks and appreciation for the co-operation we have received from all branches of the industry.

We made a special study among the retailers in representative college towns, and we checked opinions of the trade regarding consumers' views by a checkup among a representative group of consumers.

We also made a careful statistical study of tobacco consumption in this country over a period of fifty years. We did this partly to check opinions current in the trade against ascertainable facts, but more particularly to study the major trends in the sale and consumption of tobacco products. Fortunately, because of taxation, statistics in the tobacco industry are more accurate than in most industries in the country, and we found this part of our work very helpful and illuminating.

After the survey was completed, the results and reports were carefully analyzed by our staff and several conferences were held with members of the Research Committee, after which the reports of our findings and recommendations were made to the committee and to other important leaders in the industry. It is gratifying to be able to report that our findings and recommendations met with the approval and acceptance of these gentlemen. I shall not attempt to present the complete report here, but, at Mr. Duys' request, I do wish to direct attention to some of the outstanding points.

In studying the trends within the industry, we found that the total per capita consumption of leaf tobacco for the past forty years in this country has remained relatively constant. Increases in sales of one form of tobacco have been at the expense of other forms. The rise of per capita cigarette consumption began approximately in 1905, and has been increasing steadily and consistently since then. Since 1923 this rate of increase has been at a slower pace than during the twenty years prior thereto. The losses sustained by other forms of tobacco as a result of the increase in the use of cigarettes have been in direct relation to the social acceptance of these other forms of tobacco. The consumption of chewing tobacco, for example, has been declining since 1897, and the consumption of cigars since 1913.

It is possible to establish pretty definitely that the downward trend in cigar consumption will continue downward unless something definite and constructive is done by the cigar industry to check and reverse it. The program we have submitted offers a basis for co-operative action by the entire industry toward that end.

Many reasons are current in the trade for the decline in cigar consumption. It has been our business to study every factor brought forward that might have a bearing on the subject. Many people in the trade attribute the decline to factors directly within the industry, such as poorer quality of cigars, misrepresentation, inadequate margins for jobbers and dealers. Careful study does not warrant the belief that these are major factors in the decline of cigar consumption.

Quality may or may not have suffered. Some manufacturers and dealers say it has; others say there has been improvement. The consumer, however, does not appear to be aware of any decline in quality; on the contrary, he feels that cigars are better today. All the indications are that variations in quality merely cause consumers to change brands; there is no evidence that this has any noticeable effect on total cigar consumption.

It may be true that inadequate margins resulting from price-cutting by chains and independent dealers have been an evil and may have driven many high-class dealers out of business. There is no evidence, however, that this has affected the consumer's attitude toward cigars. After all, these same evils and these same problems in relation with jobbers and chains and independent retailers, have been present in the distribution and merchandising of cigarettes to an even greater extent than in the distribution of cigars.

All such internal factors are ills that should be cured. Standardization of quality, curbing of price-cutting, provision of margins sufficient to keep good men in the business, are all, of course, desirable. It would pay the industry in dollars and cents to put its house in order. But that alone would not counteract the adverse trend against cigar consumption.

What is needed is a promotion effort directed against the consumer—an effort to change the attitude, especially of younger men, towards cigar smoking and to make cigar smoking more acceptable socially.

The change in cigarette sales began in 1905, when the development of a better blended cigarette tobacco, the introduction of a slow-burning cigarette paper, and more economical manufacturing methods all made it possible to offer a better cigarette at a lower price. At that time there was a great prejudice against cigarettes, but the improved product gradually won tolerance, acceptance, and approval. Cigarette smoking came into favor; and, with the trend started, imitation became a powerful factor in winning converts. That was especially true in the development of smoking among women.

The cigar industry has a similar opportunity today to capitalize an improved product available at a low price. It was when the cigarette was gaining rapidly that Vice-president Marshall said that the country needed a good five-cent cigar. If you had had a good five-cent cigar then, the cigarette might not have made the headway it did. Today you have a good five-cent cigar—you have many brands of good five-cent cigars—and that is an important factor in getting young men started as cigar smokers.

In the high quality five-cent cigar, the industry has a product which may well be used as a starting point. Retailers almost unanimously agree that young men start with the cheaper cigars. A cigar smoker may change to the higher-priced cigars as his income and social position improve, but it takes a five-cent cigar to get him started. Thus in the long run a good five-cent cigar helps the whole industry, just as the development of a good low-priced car by Ford helped the whole automobile industry by making it possible for people to start driving a car. Later, as their income and social position improved, they bought more expensive cars.

The fact that under present abnormal conditions the higher-priced cigars are losing business to the cheaper cigars should not obscure the long range benefit to the whole industry. Any retailer will tell you that a large percentage of his customers who formerly smoked higher-priced cigars have changed to lower-priced ones. Conversely, as business conditions improve, these men will return to higher-priced cigars. Meanwhile, if the high quality five-cent cigar can be used to get young men started on cigar smoking, it will help the whole industry for years to come. Today's high quality cheap cigar may well provide the entering wedge in reviving the fashion of cigar smoking.

I stress the importance of the good cheap cigar because our problem is to get younger men started smoking cigars. The failure of the cigar industry during the past twenty years to improve its product in the cheaper grades and to take any constructive measures to offset the strides made by cigarettes is largely responsible for the loss of a generation of men to cigar smoking. Smoking habits get fixed early. As nearly as we have been able to estimate, over 85 per cent. of cigar smokers are over thirty years of age. The stronghold of cigar smoking is among men forty years of age and over. The cigar has become the smoke for middle-aged and older men. It is, therefore, considered "old-fashioned," and, consequently, not the thing for younger men to do.

The job ahead of us is to change that impression and attitude toward cigar smoking. The good low-priced cigars that are now available provide an excellent basis for our effort. The program we have proposed is a constructive publicity and sales development campaign with two objectives—first, to make cigar smoking more acceptable socially, especially among younger men—to make it the smart thing for them to do; and second, to win and direct the co-operation of retail dealers and the trade generally to promote the sale of cigars.

We have outlined to the Research Committee, in some detail, the essential features of this program. One of the promotional activities is a campaign to introduce cigar smoking among seniors and juniors and students in professional schools in a representative group of universities through circularizing, college paper advertising, sampling and promotional contacts with students and retailers.

Another promotional activity is to secure more favorable handling of cigar smoking in motion pictures, on the stage, in magazine fiction and magazine illustration, and in other media which influence the viewpoint and habits of younger men, and the viewpoint of younger women, who of course influence the habits of young men.

Another promotional activity is the preparation and release of interesting and favorable news and feature articles for newspapers and magazines, and radio talks for sustaining programs for local stations. We have also proposed certain types of scientific research regarding the effects of smoking, which we believe will prove helpful in counteracting current ill-founded impressions on that subject.

These are some of the more important promotion activities that are planned. Some others have been tentatively discussed with the committee. The use of all these activities skilfully handled, we believe, will prove effective in influencing public opinion about cigar smoking and in making cigar smoking more acceptable socially.

The second part of our program is a sales-development campaign to win the support and co-operation of dealers in promoting the sale of cigars. We have in mind not merely a consistent campaign to keep jobbers and retailers informed regarding the promotional activities directed at the consumer, but a constructive educational campaign dealing with all phases of cigar merchandising and selling. We want to show retailers how to use the ideas developed in the promotional material, to sell cigars, and we want to show them how to increase their box sales and cigar volume. Our discussions with officials of chain store companies and with representative retailers indicate that such an educational program along merchandising lines will be welcomed and will prove valuable in winning the support and co-operation of the trade. We have suggested that all material sent to the trade should carry the names of the subscribers of the proposed campaign. Needless to say, this and all other activities in the campaign will be under the immediate direction and supervision of a committee of the association.

We believe these activities provide an effective and well-rounded promotional program directed at both consumers and at the trade. This program can be carried out adequately and satisfactorily within the limits of the proposed budget of $150,000 to $175,000. That is a very small amount in relation to the size of the cigar industry, but it is enough to demonstrate what can be done by a well-organized program of co-operative activity. It will take more than a year to get results. We have suggested a three-year program to the committee, but the end of the first year should indicate clearly the road along which we are going and the progress we are making. If we start with the backing of the entire industry, I am hopeful that we will have gone far enough at the end of the first year to justify the continued support of the industry for co-operative promotional activities.

Musings of a Cigar Store Indian

Modern Redskin Reflects on What He Sees, Reads and Hears

By Chief "Young-Man-Smokes-Cigars"

MORE than fifty cartons of cigarettes were utilized in filming the movie "Trick for Trick" . . . two magicians in the picture constantly take lighted cigarettes from their pockets . . . some trick, eh, boss? . . . the theatrical producer in the *Saturday Evening Post* story "Shoestring" smoked seventy-five-cent cigars . . . get all them hyphens in, Roscoe . . .not seventy five-cent cigars . . . but seventy-five-cent cigars . . . who said show business is shot?

In the Jack Benny radio burlesque "Why Gals Come Back" someone said . . . "here comes Nell now with a baby in her arms" . . . "so it is" exclaimed Benny, "and it's a girl" . . . "how can you tell from this distance?" asked Jimmie Melton . . . "she's smoking a cigarette" wisecracked Jack . . . "if it was a boy, he'd be smoking a cigar" . . . he made us wonder if the promotion plan of the ACMLTD is already at work.

THAT would explain the news that the Prince of Wales has revived the King Edward custom of cigar smoking after dinner . . . we strongly suspect that John Duys was in London when we thought he was in Amsterdam . . . anyway . . . when the sweet is served the Prince takes out his green enamel and gold case . . . it holds two Coronas . . . each snugly ensconced, safe from breakage, in a separate cylinder . . . he extracts one and lights it . . . and puffs leisurely while the others enjoy the sweet which His Highness always passes up . . . his choice is a light Corona . . . his grandfather King Edward preferred the darkest cigar he could get . . . an old General Grant custom . . . his brother Prince George is also a cigar smoker . . . as is the Duke of York . . . we have to admit John Duys is some cigar propagandist.

ATLANTIC CITY . . . home of Major Frederick Arnold Roberts . . . young and happy at ninety-nine . . . takes a constitutional on the Boardwalk every day . . . steps out like a two-year-old . . . beams at the young things over his fresh-daily boutonniere . . . his philosophy of life is . . . never worry . . . eat what you like . . . smoke all you wish . . . we asked Gene Henofer what brand of cigars the Major smokes . . . Gene didn't know . . . so we wrote to the Major and asked him . . . he doesn't smoke cigars at all . . . but a fancy brand of gold-tipped perfumed cigarettes . . . he sent us a pack . . . we smoked one . . . did we feel young . . . and, you know, sorta haremish . . . mother, burn my clothes.

We thought of the Major . . . and his cigarettes . . . last night . . . when leafing through the pages of *Tobacco* . . . the British trade paper . . . a lot of the old boys over there must have young ideas, too . . . as witness the names of some of the cigarettes sold in foggy ole Lunnon . . . some of them gold-tipped and perfumed . . . Belle of the Orient . . . Eastern Dream . . . Eastern Pearls . . . Fancy Dress . . . Little Queen . . . Lucky Dream . . . Matinee. . . May Blossom . . . Miranda's Dream . . . Nosegay . . . Pasha . . . Pharaoh's Dream . . . Royal Beauties . . . Sweet Rosemary . . . Virginia Beauties . . . ho hum . . . Dillwyn, bring me a whiskey and soda . . . with a hey nonny nonny . . . and a hot Pasha.

DOWN in the National Capital . . . "Red" McClelland . . . thirteen-year-old page in the United States Senate . . . decided he'd like to be the personal page of Vice-President Garner . . . noticing that the Vice-President often sent a page out for his favorite brand of cigar . . . "Red" stocked up on the brand . . . and always carries two in his pocket . . . now Garner gets a cigar without waiting . . . "Red" McClelland goes to the ball game with the Vice-President of the United States . . . and has found out there is a good cash profit in cigars.

On the other hand . . . Phil Cook . . . doing a radio turn for some shaving cream . . . broadcast the wisecrack . . . "tobacco is found in many Southern States and in some cigars" . . .the many-voiced comedian must have had an overdose of cellulose that night . . . probably smoked a cigar without removing its diaphanous nightgown.

It won't surprise us to hear any day now . . . that some cigarette manufacturer . . . is planning to bring out a new package . . . with each cigarette encased in its own transparent whatyoumaycall it . . . and accompanying each pack . . . a book of safety matches . . . each match wrapped in a lucid casing . . . wouldn't that be sump'n?

IT'S FUNNY . . . they put tights on cigars . . . when they began to take them off sausages . . . the cigar people are proud of putting them on . . . and the sausage people are proud of taking them off . . . hot diggety dog . . . but if you really want to see the cellulose wrapper running riot . . . take a walk through the nearest five-and-dime store . . . there it is in the height of its glory . . . running the gamut . . . from rubber dolls to picture puzzles.

We notice that the cheap shirts covered with the stuff . . . still contain as many pins as before . . . and the cigarette packages . . . still have the same amount of tinfoil.

As Tom Daly says . . . in the *Philadelphia Evening Bulletin* . . . there's a fortune awaiting the guy . . . who can invent something . . . to keep the stuff . . . from stopping up the drains.

Cuba Tobacco Men Optimistic

New Demand in Spain and Better Prices in America Encourage Growers, Dealers and Exporters

CONDITIONS in the Cuban tobacco industry, as indicated by the Habana tobacco market, have changed very little in the first three months of 1933 although there has been noticed recently a feeling of optimism among growers and dealers as well as exporters.

Consul Lee R. Blohm, in a report made public by the Tobacco Division of the Department of Commerce, states that buyers are reported to be finding it more difficult to buy the quantities and qualities required at prices prevailing in 1932. Prices on low grades of tobacco, of the quality exported to Europe or consumed locally in the manufacture of cigarettes, are 100 per cent. higher than a year ago, due, of course, to the scarcity of this stock as a result of the poor crops in 1931 and 1932.

According to official and trade circles, the introduction of better methods of cigar production in Spain, requiring a better quality of tobacco, has enhanced a demand for Cuban tobacco in that country since the establishment of the Republican form of government. As late as March, 1933, the Spanish Government called for bids on 3,800,000 kilos of Cuban tobacco, the bids to be made public May 18th next. This notice has activated the local trade considerably and Habana firms have already bought up in the neighborhood of 75,000 bales of inferior grades of tobacco in the anticipation of this demand. This has naturally caused the market to "firm" in these grades.

There is a widespread belief among Cuban exporters and wholesalers of tobacco that recent changes in economic life in the United States will encourage the cigar retail trade and it is hoped the demand for cigars may recover some lost ground. Cigar manufacturers in Cuba who have been on the verge of giving up in despair are much encouraged.

Possibly because of this optimism, American buyers have been offering higher prices—as high as $17, for instance, per quintal, for Cuban Remedios. Cuban stocks of old "octavas" of this tobacco are reported to have been greatly diminished, the cheaper lots having been bought up to a large extent by European importers. Local "buck-eye" cigarmakers have also been forced to buy octavas, paying as high as $15 per quintal for the stock on hand. Three classes of cigars are now made from this tobacco, some of the best grade being used for wrappers, some for binders and the balance for fillers. A year ago these "buck-eye" cigarmakers were able to obtain this grade of tobacco at from $4 to $5 per quintal, but must pay today from $10 to $15, choosing from a much smaller assortment of grades. American buyers have not been much interested in the cleaner grades of Remedios though the Argentine market absorbed 3000 to 4000 bales within the last two or three weeks. It is reported these transactions are not effected on regular terms as recognized in the tobacco industry, although the tobacco is intended for the Argentina trade.

According to advance notices of the military officials preparing the statistics of 1933 production of tobacco in Cuba, the crop this year will be less than that of a year ago. Unquestionably, the new Remedios crop will be short, although it is too early to predict what the new Vuelta Abajo crop will amount to, some first-class producing sections reporting about the same yield as in 1932. Sections producing the poorest quality of this famous Cuban tobacco report no crop at all because of the unusual dry weather during February and March in the province of Pinar del Rio. Reports from San Juan, San Luis, Rio Hondo, Pilotos, and Las Ovas are quite favorable and two or three of these sections may yield even more fine tobacco than in 1932.

In Las Villas (Santa Clara Province) tobacco zone, the crop is still threatened by dry weather and unless rain falls within a short time it is said the harvest will not be much more than 50,000 bales. Even copious rainfall at this time will not insure a good crop in this or other sections of Santa Clara Province.

Within the past few weeks tobacco manufacturers of Canada, Australia, and Japan have visited Habana, consulted with the Secretary of Agriculture and interviewed producers and exporters of tobacco with the obvious intention of buying up stock for their 1933 needs. On the other hand, the French demand for Cuban tobacco has declined despite the commercial agreement made between the French and the Cuban governments in November, 1929, to foster this trade, indicated by declining exports of tobacco to that country during the first three months of 1933.

Cuban cigar manufacturers, with no foreign affiliations, have highly resented the transfer of certain tobacco manufacturing plants from Cuba to the United States. They contend now that cigars made there of Cuban tobacco and sold as Habanas are not equal in quality to the world-famous Cuban cigars. American factories, so transplanted, do possibly manufacture cigars from imported Cuban leaf cheaper than these cigars can be made in Cuba. The Cuban factory worker under the system long in vogue can take home with him from four to six cigars daily as a sort of a bonus (which, incidentally, adds $1.20 to the cost of each thousand cigars made), which he ostensibly smokes himself, but it is claimed actually sells to the retail trade. As this system is not in vogue in other cigar manufacturing countries, those manufacturers can eliminate this profit-reducing feature of the Habana cigar business.

For some time now local manufacturers of cigars have been discouraged by this trend to transplant this industry, second in commercial importance in Cuba. Efforts have recently been made to induce the Cuban Government to impose an export tax on leaf tobacco. The government itself has suffered severe losses in revenue from this industrial migration, many laborers have been thrown out of employment, and cigar manufacturers in Habana have seen competitors abroad, particularly in England, turning out cigars reputed by the manufacturers to be the equal of the best Habana brands. The fact that this movement was caused primarily by the cigarmakers' strikes in Habana in 1931 and 1932, which paralyzed the industry, gives no comfort to Habana producers. Further migration of the industry is not expected, as most of the remaining manufacturers are Cubans and too closely associated with all lines of the tobacco trade here to make such a move.

(Continued on Page 14)

NEWS FROM CONGRESS AND FEDERAL DEPARTMENTS

FROM OUR WASHINGTON BUREAU 622 ALBEE BUILDING

FURTHER taxes on the tobacco industry threaten in the disclosure that an additional tax revenue of some $220,000,000 a year will be sought by the administration to cover the interest and amortization of a Government bond issue through which the proposed $3,300,000,000 public works program will be financed.

Although the exact form of the new levy has not yet been developed, it is represented that the only way in which the money can be raised is through a general manufacturers' sales tax, which will be known as an "unemployment tax." The impost will probably be one per cent. with no exemptions.

The public works program will be part of the legislation for "industrial recovery" which has been drafted by Senator Wagner of New York. This measure would take the place of the thirty-hour-week legislation now pending in Congress, to which there is much opposition, and which the Senator declares, would not be required if his bill is adopted.

Industrial recovery is to be sought in the measure by provisions for voluntary agreements by the various industries, on questions of production, hours of labor, wages, etc. Such agreements, when adopted by a majority of the industry and approved by a special board created by the bill, would be declared binding upon the entire industry and would be enforced by the Government. In the case of industries which fail voluntarily to adopt codes, the board will hold hearings, prepare codes and enforce their application.

Provisions of the bill also permit the Reconstruction Finance Corporation to make loans to business concerns, a privilege which has long been sought, but restrict such loans to companies in industries which have adopted codes.

Further stipulations between the Federal Trade Commission and two cigar manufacturers, regarding brand or trade names and advertising, have been announced as follows:

1004—The words "Vuelta Abajo" will no longer be used in advertising or on labels, bands, stickers, or otherwise as a designation for his products by an individual manufacturing cigars, nor will he use the words in any way to mislead buyers into believing his products are composed wholly of tobacco grown in the Island of Cuba or in the province of Vuelta Abajo thereof, when such is not the fact.

1006—A corporation manufacturing cigars will cease using the words "throw-outs" either independently or in connection with other words, as a trade name or brand for its products, on its labels or in advertisements to describe products which are not actually throw-outs, and from representing directly or through its agents that its products are throw-outs when such is not the fact. It will also stop using on labels or in advertisements the words and figures "Now 2 for 5 cents" or any similar phrase of equivalent meaning to describe products regularly sold at the price so marked, or any other representations which have the tendency to deceive purchasers into believing the prices referred to have been reduced, when this is not true. The company further agreed to discontinue use on labels of the words or figures "10 cents and up sizes," "off colors and shades" or similar phrases of equivalent meaning, which may tend to mislead buyers into believing that the products referred to are of the quality usually sold for ten cents each, when such is not the fact.

Actual inauguration of the Administration's inflation program is now possible as a result of the enactment of the farm relief bill, of which it was a part.

To what extent the powers granted the President will be used will depend, it is indicated by Secretary of the Treasury Woodin, upon the improvement shown by business and industry.

If recent improvement continues, it was said, the provisions of the farm bill may not be invoked to any great extent.

Under the terms of the legislation, the President may expand Federal reserve credit by $3,000,000,000; he may lower the gold content of the dollar by as much as 50 per cent., may direct the issuance of $3,000,000,000 in currency in denominations from $1 to $10,000 to meet maturing Government obligations, and may accept as much as $200,000,000 in silver at a maximum price of 50 cents per ounce as payments against war debts, issuing silver certificates against the metal so taken.

The new currency issued by the Government is to be retired from circulation at the rate of 4 per cent. a year for twenty-five years.

All told, it is estimated, not less than $8,200,000,000 expansion is possible under the terms of the measure other than those permitting a reduction of the gold content of the dollar. Such a reduction would make possible a further expansion of possibly as much as $2,000,000,000.

There is no indication that steps will be taken to put the entire program immediately into effect. On the contrary, the powers given the President are designed for emergency use and a steady revival of confidence and business activity, it has been intimated, would reduce operations under this legislation to a minimum.

IT'S FUN TO BE FOOLED
TODAY'S FEATURE
The Vanishing Bird Cage
—Done With Live Canary!
HOW IN THE WORLD DID THE MAGICIAN MAKE THAT BIRD CAGE VANISH IN THE MAGIC ACT WE SAW TONIGHT?
Here's what they saw
PRESTO!
EXPLAIN THAT IF YOU CAN!
IT'S TOO EASY!...
...THE CAGE WAS COLLAPSIBLE, AND ATTACHED TO A STRING WHICH WAS JUST LONG ENOUGH TO GO UP ONE SLEEVE, ACROSS THE SHOULDERS, AND DOWN TO THE OTHER WRIST. WHEN HE MADE THE THROWING MOTION THE CAGE FOLDED UP AND WAS DRAWN INTO HIS SLEEVE—BIRD AND ALL.
THE CAGE AS SHOWN TO AUDIENCE
THE STRING
WRIST BAND
COLLAPSED BIRD CAGE UP SLEEVE
YOU ALWAYS KNOW EVERYTHING, ED. WANT A CIGARETTE?
THANKS, I'M GLAD TO SEE THAT YOU SMOKE CAMELS, KAY.
I'VE FOUND OUT THAT "IT'S MORE FUN TO KNOW" ABOUT CIGARETTES, ED.
THAT'S THE GIRL! THERE ARE NO TRICKS IN CAMELS—JUST MORE EXPENSIVE TOBACCOS.
—IT'S MORE FUN TO KNOW
Camels are made from finer, MORE EXPENSIVE tobaccos than any other popular brand. That's why they give you more pleasure... It's the tobacco that counts!
CAMEL
Copyright, 1933, R. J. Reynolds Tobacco Company
NO TRICKS IN CAMELS—JUST COSTLIER TOBACCOS

GOLDSTEIN HEADS LORILLARD CIGAR DEPARTMENT

IT WAS announced last week that William Goldstein, long associated with the P. Lorillard Company, has been selected to manage the cigar department of that company.

Mr. Goldstein has seen service in various departments of the Lorillard Company and has been connected with the cigar department for some time prior to his recent promotion.

Since the recent price reductions on the Lorillard brands there has been a substantial increase in business, and particularly on the Muriel line. Mr. Goldstein is well equipped, both with experience and ability, to carry on the sales development work which has resulted in the recent increase in sales.

W. W. Drewry, who had, until recently, directed the sales promotion work on Turkish cigarettes and little cigars for the Lorillard Company, has resigned to enter another field, according to a recent announcement by the company. While he has not announced his future plans, his many friends in the industry are anticipating his continuance in some branch of the tobacco industry.

AXTON-FISHER SALES GAIN

According to a statement by Wood F. Axton, president of the Axton-Fisher Tobacco Company, Louisville, Ky., manufacturers of Spud mentholated cigarettes and many other well-known tobacco products, dollar sales of the company increased 25 per cent. in April as compared with the previous month, and net profit of the company for the first three months of 1933 was more than double that of the first six months of 1932.

Twenty Grand, the recently introduced ten-cent cigarette brand of the Axton-Fisher Company, continues to show a steady increase in sales.

Production facilities of the company have been increased threefold over the capacity of a year ago, and the company now employs more than 1000 persons working three six-hour shifts.

WALGREEN REPORTS

Walgreen Manufacturing Company, operating a chain of drug stores and subsidiaries, report for the six months ended March 31st net profit of $522,152 after general and administrative expenses, improvements to leased property, provision for Federal income tax, etc. Net sales for the period amounted to $21,563,192, with cost of sales $14,344,703.

April sales totaled $3,452,183 against $3,895,489 for April a year ago, a fall of 11.4 per cent. For the first four months of 1933, gross sales were $13,778,225, compared with $15,952,902 for the same period of 1932, a decrease of 13.6 per cent.

TOBACCO PRODUCTS STOCK CHANGE APPROVED

Last week stockholders of Tobacco Products Corporation of Delaware approved a decrease in authorized capital stock to 33,000 shares of $10 par value from 3,300,000 shares of $1 par, and the exchange of 100 shares of the present stock into one new $10 par share.

Reduction of the company's investment in United Cigar Stores Company to $1 and a reduction in capital of the company to an amount equal to the par value of the new $10 par value stock to be outstanding, also was approved.

REUBEN ELLIS DIES SUDDENLY

REUBEN M. ELLIS, president and director of Philip Morris & Company, Limited, died of heart disease on May 12 at his apartment, 150 East Fifty-second Street, New York City, and funeral services were planned for May 15, with interment private. He was fifty-four years old, and he had been head of the Philip Morris firm since 1924.

When he assumed direction of the company, its gross sales were approximately $3,250,000 and net income less than $100,000. Its net income for the year ended March 31, 1932, was $498,833.

To the Philip Morris and English Ovals brands, which were the principal products of the company when he assumed its direction, he added the Marlboro and put behind it a successful promotion campaign. About a year ago it was estimated that the firm was producing 175,000,000 cigarettes a month.

Mr. Ellis was also president and director of Philip Morris Consolidated, Incorporated, and the Tobacco Products Export Corporation, and a director of the Hermetite Corporation and the Tuckett Tobacco Company, Limited.

GENERAL CIGAR INCOME

The General Cigar Company, Incorporated, estimates net profit, after Federal taxes and other charges, for the first quarter of 1933 at $110,203. This is equivalent, after dividends on the 7 per cent. preferred stock, to four cents a share on 472,982 shares of no-par common outstanding. In the corresponding period of 1932 the company earned $302,136, equivalent to forty-five cents a share on the common.

RICHMOND TOBACCO COMPANIES ADD 150

Tobacco companies operating in Richmond, Va., have recalled 150 workers in the past two weeks, according to an announcement made last week. Those companies producing cigarettes reported the greatest increases. The Richmond branch of the American Tobacco Company is running close to capacity and operating on a forty-hour-week basis. Larus & Brothers report business practically normal again.

A. T. CO. TO GO OFF THE AIR

According to an announcement, the National Broadcasting Company has been notified that broadcasting programs of the American Tobacco Company will be discontinued on June 29th. The company has been broadcasting American Tobacco Company programs three times each week until recently. The programs were inaugurated in 1928 on a once-a-week basis.

STATE TAXES

It is reported that a bill has been passed in Alabama requiring a three-cent tax on all packages of twenty cigarettes, regardless of price, sold within the State. The bill has been signed by Governor Miller.

The Oklahoma legislature has passed a bill levying a 2 per cent. gross sales tax and a three cents a package cigarette tax. The bills have been signed by Governor Murray and become effective July 21st.

CONSOLIDATED CIGAR EARNINGS

The Consolidated Cigar Corporation reports for the March quarter net profit of $35,590, after taxes and charges, as compared with $244,536 in the first quarter of 1932.

© 1933, LIGGETT & MYERS TOBACCO CO.

We knew that fine tobacco burnt hot because it burnt so fast. You could hardly hold your pipe in your hand, it got so hot at times . . .

THEN we remembered that some folks back yonder used to "whittle" their tobacco. So we made GRANGER just like "whittle" tobacco—"Rough Cut." It smokes cooler, lasts longer, and never gums the pipe.

So far, so good. Now we wanted to sell this tobacco for 10¢. Good tobacco—right process—cut right. So we put Granger in a sensible soft foil pouch instead of an expensive package, knowing that a man can't smoke the package. We gave smokers this good Granger tobacco in a common-sense pouch for 10¢.

The tobacco that's right—in the package that's right!

America's pipe tobacco

Optimism in Cuba

(Continued from page 8)

Cuban cigarette manufacturers are protesting through the National Association of Cigar and Cigarette Manufacturers of Cuba against the importation from the Near East of tobacco seeds similar to varieties used in the manufacture of cigarettes in the United States. The association charges that this tobacco is of much lower quality than the native Cuban leaf and declares that its introduction in the local manufacturing industry will eventually ruin Cuba's second largest source of income. The Secretary of Agriculture, Commerce and Labor and the commission appointed to that end will make the appropriate investigation and report its findings to the President at an early date. Manufacturers of the new cigarette plan to take advantage of the existing high import duty on American and other foreign cigarettes in introducing the new product at a price that would make the purchase of American brands unnecessary. The commission is to consider in the hearings whether such a cigarette would not also drive the Cuban cigarette out of the Cuban retail market.

Cigarette manufacturers in Cuba have also met severe reverses during the past six months and the Island is now reported to be producing but 270,000,000 cigarettes annually compared to 500,000,000 four or five years ago. Cuban cigarette manufacturers, to meet the crisis in the local trade, have had either to make more cigarettes to the pack or lower the price of the package itself. It is claimed they cannot agree on the course to pursue and show a tendency rather to fight each other than to co-operate. In March an effort was made to eliminate seven of the ten jobbers from this trade in order to reduce the cost to the consumer, the Cigar and Cigarette Retailers Association using pressure on the manufacturers and threatening to boycott those who failed to comply with terms laid down. Manufacturers also claim that the excise tax of a cent and a half per package is too high and is actually bringing into the treasury less revenue than the previous tax of one-third of a cent.

OLD GOLD WINDOW DISPLAY

A STRIKING window display of Old Gold cigarettes was recently placed in the Schulte Cigar Store at Fifth Avenue and 42d Street, New York City, and attracted widespread attention and comment.

The center of the display featured a reproduction of Fred Waring and his Pennsylvanians orchestra, which is featured on the Old Gold program being broadcast every Wednesday evening at 10 P. M. over a coast-to-coast network of the Columbia Broadcasting Company, and each end of the window featured in large letters "Old Gold," "America's Smoothest Cigarette," together with a reproduction of the package.

LUCKY STRIKE SALES GAIN

According to reports, sales of Lucky Strike cigarettes showed a substantial increase in April as compared with April, 1932, and sales now are said to be approximately 40 per cent. ahead of those before the recent price reduction.

Guides to Consumer Markets Issued

A VARIETY of data designed to aid manufacturers and distributors of general consumer goods to locate more readily and economically their markets in three of the leading industrial States of the country is presented in three reports made public by the Department of Commerce last week.

The new market data bulletins are "Aid for Analyzing Markets in Illinois," "Aid for Analyzing Markets in Michigan," and "Aid for Analyzing Markets in Pennsylvania."

The basic information offered in these reports is drawn from the records of the National Census of Distribution, which show that retail sales in the three States in the census year aggregated approximately $10,000,000,000.

The importance to successful sales planning of a knowledge of the relative distribution of this mass of purchasing power throughout the three States is illustrated by the fact that 63.8 per cent. of the retail business of Illinois was concentrated in one of the State's 102 counties, while 91 of the remaining counties supplied in all only 21.4 per cent. In Michigan 44.9 per cent. of all sales were made in one county, while in Pennsylvania two counties accounted for a like proportion of the State's business.

To aid sales planning for these areas to be undertaken with due regard to local conditions, the new reports present for each State a comparison of the retail sales index and the population index by counties, as well as for each city of 2500 population or more.

DEAL FOR BOOTS DRUG RUMORED

REPORTS that a British financial group had acquired the remainder of the shares in Boots Pure Drug Company from the American holders were not officially confirmed, but well-posted sources believed the deal may have been completed. Approximately £6,000,000, or $24,000,000 in American funds at current exchange rates, would be involved. Drug, Incorporated, has been the holder of the controlling interest in Boots, leading drug distributor in the British Isles.

PORTO RICAN-AMERICAN REPORT

Porto Rican-American Tobacco Company and subsidiaries report for the first quarter of 1933, including the company's proportionate share of net income of Congress Cigar Company, consolidated net loss of $227,451, after interest, discounts, etc., as compared with net loss of $40,834 in the same period of 1932.

LOFT, INCORPORATED, PROFIT DOWN

Loft, Incorporated, reports for the March quarter profit of $23,846, as compared with $109,241 in the first quarter of 1932. Net sales for the first quarter of 1932 amounted to $2,911,414, against $3,587,296 in the corresponding period of last year.

BAYUK BULLETIN

VOLUME I — MAY 15, 1933 — NUMBER 10

PHULOFAX
(The Retailer's Friend)
SAYS

The day of the "kidder", the "Hello Brother" order-taker; the "doesn't - know - when-to-stop" talkalegoff salesman is fast fading away. The day of the Service Salesman is here; the fellow who knows his own business and minds it; the Product-Promoter who can show the worth of his wares—why they should be bought and how they can be sold. That's the fellow who gets the respect of the dealers, who earns their confidence and wins their orders!

—o—

The stuff that makes victors in Sports is the same stuff that makes victors in Sales . . . it's the Determination to Do and the Confidence you Can. "If a sale CAN be made, it HAS to be made and *I* am the man to make it." Go to it, fellow, you'll make it Okay!!

—o—

ENTHUSIASM is a Franchise that secures permission to take the order out of your head and place it in your book.

—o—

To A. B.: You ask if you "should be forced to advertise in connection with your selling efforts"? Answer: Positively not . . . you shouldn't be forced to advertise—you should do it WILLINGLY.

—o—

How is Salesmanship ranked in the business world? There is no RANK to Salesmanship . . . it is classified as a profession and an honorable one, too.

—o—

When a Salesman fails to make a Sale is it because the Dealer wouldn't Buy or because the Salesman couldn't Sell?

—o—

And how about that tough prospect you simply couldn't sell last week? He's got to buy some day from somebody. Maybe TODAY'S the day and YOU are the somebody.

—o—

It takes a real marksman to hit a flying bird with a rifle. Ordinary dubs like us have to use a shot gun. Which reminds us that the days we made the most calls we usually sold the most cigars.

—o—

The shortest distance to the biggest volume is along the line of least resistance. Push the brands that need the least pushing. Give the favorites preferred position on your case and in your window. And what about the also rans? Why bother to stock them? You are a cigar merchant, not a philanthropist.

Phil M. Phulofax*
D. B. I.

*Associated with BAYUK CIGARS, INC., Philadelphia—Makers of fine cigars since 1897

Which piece of pie will YOU have, sir?

"PLAY FAVORITES TO WIN AT FIVE-TO-ONE ODDS"

Good Advice from a Kentucky Dealer

"I wonder how many of my fellow cigar dealers make full use of the five-pack in boosting their cigar sales?"

The question comes from Al Brown, a veteran cigar dealer down in old Kaintucky, suh.

"It's not often you can collect five-to-one odds on a favorite," writes Mr. Brown. "But that's exactly what you're doing when you push the five-pack right. You're selling five cigars instead of one.

"Here's the way to do it.

"Naturally, you will have displayed on your case the brands that are the big favorites in your town. To the lids of the boxes thus displayed, attach a five-pack of the same brand.

"What happens? As the customer reaches for one of his favorite smokes the five-pack says: 'Why not five, my dear sir? Why not five?'

"'Why not?' says the customer to himself.

"But that isn't all you can do with the five-pack. A carton of five-packs on your case, a display of five-packs in your window, will show results in the cash register.

"There's something appealing and modern and up-to-date about the five-pack. It protects the cigars against pocket breakage. Five-packs slip handily into the grip or the pocket of the car. It pays to push the five-pack. At any rate, it's paid *me*—and paid big."

Editor's Note: We take pleasure in awarding the current five-dollar bill to the gentleman from Kentucky. Who's the next candidate for the "Phulofax Five"? Send your sales idea to Phulofax, care Bayuk Cigars, Inc., 9th St. and Columbia Ave., Philadelphia.

CIGAR MAN'S GIFT TO HUMANITY

(Bayuk Bulletin's First Unpaid Advertisement)

BY reason of difference in time, the radio program you folks in the East hear, say, at 9 P. M., I hear here at 6 P. M., affording ample time for me to secure for you advance knowledge as to entertainment value of any specified broadcast.

Tune in only on programs that have passed the test of Snyder Super-Scrutiny!

Wire me prepaid for my expert opinion on any program and reply wire will be sent collect, thus permitting you to enjoy only such programs that have been previously reviewed by me.

Positively no charge for or benefit from this service other than Subscriber's fee of $100. Membership restricted to full-fledged cigar men. Send cash, unused stamps or money order (no checks) to

JOHN JACOB SNYDER, B. P., *Los Angeles, California*

"THANKS, FELLOWS, THANKS," *says D. B. I.*

A few bouquets for the Bayuk Bulletin from the trade journals.

"A constructive effort in behalf of the entire cigar industry."

"Gives the retailer tangible information that he can take hold of and use to tall advantage."

"Its very broadmindedness must attract attention."

"Of exceptional service to the cigar trade."

"I myself read the 'Bayuk Bulletin' with just as much interest as anything that appears in - - - - -."

"Reader interest and appeal."

TAKE A SLANT AT THE CALENDAR

Don't let Memorial Day slip up on you unprepared. Holidays mean jolliday and a perfectly good excuse for special displays and special efforts to push box sales.

What's the matter with borrowing a few tin hats and things from a Legion Post for window dressing, for instance? What's the matter with giving a little serious thought to the many things you can do to sell cigars for over the holiday?

And it's not too early to start planning for the biggest cigar day of the year, next to Christmas—Father's Day. And why forget the 4th of July and Labor Day?

PERSONAL TO C. A. W.

How about that special article?
We're still waiting
"PHIL"

KEEPING POSTED

Speaking of dealer helps, J. J. Unger, of Utica, N. Y., says:

"When is a poster not a poster? When it's not posted.

"Why is a poster not a poster when it's not posted?

"Because it keeps nobody posted."

Which reminds us to remark. Do some dealers a favor today by putting up some dealer helps. And don't forget to point out that helping them to move cigars is the biggest favor you or anybody else can possibly do them.

BAYUK BRANDS BUILD BUSINESS

Bayuk Philadelphia Perfecto
Havana Ribbon
Mapacuba
Charles Thomson
Prince Hamlet

PHILADELPHIA.

CLUBMEN ENTERTAIN AT TRENTON

ON MONDAY, May 8th, a party of club managers and executives journeyed to the La Corona factory of Henry Clay & Bock y Ca., at Trenton, N. J., where an inspection trip was made through the new modern factory of that company and the men in the party were shown the extreme care which is taken in the manufacture of La Corona and other fine brands of the Henry Clay & Bock y Ca.

Plans for the trip were taken care of in Philadelphia under the able management of Paul Brogan and George Jones, of Yahn & McDonnell, local distributors of the brands, and the party was met at the Trenton factory by A. H. Gregg and Mr. Lee, of the Clay & Bock Company, and Albert Gold, superintendent of the factory. Following the inspection trip through the factory, the party was taken to the Stacy Trent Hotel in Trenton, where they were the guests of the company at a splendid dinner served in a private dining room of the hotel. Following the dinner the members of the party returned to Philadelphia highly enthusiastic as to the splendid hospitality shown by the company and also firm in the belief that the Bock & Company brands were the finest made.

Those included in the party were: William P. Barry, Merion Cricket Club; A. D. Bolly, Cedar Brook Country Club; J. H. Cook, Mercantile Country Club; William F. Homiller, W. A. Cloak, Albert P. Gerhard and W. E. Arey, of the Union League; H. A. Lewis, Wilmington Country Club; Louis Weil and Ed. Hyneman, of the Racquet Club; A. S. Werner, Philadelphia Athletic Club; J. C. Shaw and Mr. Newman, of the Philadelphia Country Club; R. V. Lehman and Mr. Henwood, of the Huntingdon Valley Country Club; Carl Roescher, Manufacturers Country Club; Al. Mathias, Felton Mills Country Club; Frank Firestone and F. Gaynor, of the Old York Road Country Club; Joseph O. Reinhard, Lehigh Country Club; Carl Muehley, Herb. Allmann, F. I. Wintz, Charles Orangers, Wright Humphries, Max Voegtler, Ed. Bair and Charles H. Bowden, of the Penn Athletic Club, and George Jones, Paul Brogan and William Stillwell, of Yahn & McDonnell.

Habanello Kings, recently reduced to retail at ten cents each from fifteen cents each, product of George Zifferblatt & Company, is showing a nice increase in sales since the reduction in price. A series of newspaper advertisements acquainted the consumer of the drastic reduction in this quality brand, to which they responded promptly.

Trade Notes

Barton Lemlein and Joe Banker, of M. Sachs & Company, New York manufacturers of fine cigars, were visitors at John Wagner & Sons last week.

Mr. Heineman, of Perfecto Garcia & Brothers, Tampa manufacturers of clear Havana cigars, was a visitor at Yahn & McDonnell headquarters, 617 Chestnut Street, on Tuesday.

John Williams, who succeeded John P. Sweeney as manager of the Philadelphia branch of Webster Eisenlohr, Incorporated, is promoting Webster Eisenlohr brands in this territory with good results.

Albert L. Banham and the co-partnership of Samuel T. Banham & Brother, 4636 Main Street, Manayunk, filed a schedule in bankruptcy court here last week, listing liabilities of $79,027 and assets of $51,561.

Tom Allely, who is covering Philadelphia territory for the Christian Peper Tobacco Company, St. Louis, reports an excellent demand for Wellington smoking tobacco. This is a high-grade product and is repeating in great shape.

Benjamin C. J. Lumley, representing the Garcia y Vega factory in Tampa, and the F. H. Sommerfeld Cigar Company, of Miami, is making a trip through the Pocono Mountain region in the interest of his brands, and reports a very successful trip.

The Romeo y Julieta Belvidere size, which is distributed here by John Wagner & Sons, has announced a reduction in the retail price of this size, which now costs the consumer only twenty-five cents. This size is enjoying a nice sale here since the reduction.

The new Marcello brand of Yahn & McDonnell, being marketed under their recently inaugurated "new deal" plan, is certainly proving to be one of the cigar sensations in this territory. Dealers are selling this quality five-cent cigar in numbers far exceeding the expectations of the sponsors of the brand.

PHIL M. PHULOFAX REPORTS

A JOSEPH NEWMAN, vice-president and general sales manager of Bayuk Cigars, Incorporated, is recuperating from his operation at Atlantic City, but it won't be long now before he is back on the job. Then B. P.'s will get Better Promotion than ever.

M. Bernstein, of the New England Cigar Company, Springfield, Mass., jobber, was a recent visitor at the Ninth and Columbia Avenue headquarters.

A rattling good job is being done at the New York branch office under the able direction of Fred E. Brown, the enthusiastic and aggressive manager, who has placed Phillies in every nook and corner of the big town and is keeping the factory hustling to take care of his needs.

John P. Sweeney has made an auspicious start in the Boston territory, where he recently assumed the duties of branch manager. He has already done a yeoman's job in lining up the trade, in piling up material gains and signing new accounts daily.

And Pocahontas, the dainty, demure wooden Indian maid in the reception room on the seventh floor, has expressed a desire to meet Chief "Young-Man-Smokes-Cigars", the wisecracking, modern cigar store Indian of THE TOBACCO WORLD, whose dotty lucubrations appear for the first time in this issue.

The Monticello smoking tobacco, controlled brand of John Wagner & Sons, is showing a steady and healthy increase in sales and distribution. Several new distributors of the brand have been added during the past two weeks. This is a surprisingly mild and aromatic blend of the highest quality smoking tobaccos.

F. H. Sommerfeld, of the F. H. Sommerfeld Cigar Company, Miami, was in town last week and visited John Wagner & Sons, local distributors of his brands, Dulce and Verdi. Mr. Sommerfeld was very optimistic as to the future outlook for business and stated that there had been a decided and substantial pick-up in business in the past few weeks.

Gimbel Brothers Department Store is featuring John Wagner & Sons' Wagner brand of cigars and also the Garcia y Vega brand in an excellent window display which is increasing the sales of these two popular brands and exciting considerable favorable comment. The new size, Flares, which has just been added to the Wagner brand, and retailing at ten cents, is meeting with a surprising demand from smokers.

Established 1886

"BEST OF THE BEST"

OPTIMO CIGARS — VERY MILD — VERY MILD

Manufactured by A. SANTAELLA & CO.

Office, 1181 Broadway, New York City

FACTORIES: Tampa and Key West, Florida

MURIEL

NEW SIZE

5¢

Only mass production makes possible this excellent 10¢ cigar quality for 5¢.

Mfd. by
P. LORILLARD CO., INC.

TOBACCO TRADE ORGANIZATIONS

TOBACCO MERCHANTS ASSOCIATION OF UNITED STATES

JESSE A. BLOCH, Wheeling, W. Va.	President
CHARLES J. EISENLOHR, Philadelphia, Pa.	Ex-President
JULIUS LICHTENSTEIN, New York, N. Y.	Vice-President
WILLIAM BEST, New York, N. Y.	Chairman Executive Committee
MAJ. GEORGE W. HILL, New York, N. Y.	Vice-President
GEORGE H. HUMMELL, New York, N. Y.	Vice-President
H. H. SHELTON, Washington, D. C.	Vice-President
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HARVEY L. HIRST, Philadelphia, Pa.	Treasurer
ASA LEMLEIN, New York, N. Y.	Counsel and Managing Director
CHARLES DUSHKIND, New York, N. Y.	Headquarters, 341 Madison Ave., New York City

ALLIED TOBACCO LEAGUE OF AMERICA

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CHAS. B. WITTROCK, Cincinnati, Ohio	Vice-President
GEO. S. ENGEL, Covington, Ky.	Treasurer
WM. S. GOLDENBURG, Cincinnati, Ohio	Secretary

ASSOCIATED CIGAR MFRS. AND LEAF TOBACCO DEALERS

JOHN H. DUYS, New York City	President
MILTON RANCK, Lancaster, Pa.	First Vice-President
D. EMIL KLEIN, New York City	Second Vice-President
LEE SAMUELS, New York City	Secretary-Treasurer

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IRVEN M. MOSS, Trenton, N. J.	Second Vice-President
ABE BROWN, 180 Grumman Ave., Newark, N. J.	Secretary-Treasurer

NEW YORK CIGAR MANUFACTURERS' BOARD OF TRADE

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Tobacco Merchants' Association Registration Bureau,

341 Madison Ave. NEW YORK CITY

Schedule of Rates for Trade-Mark Services Effective April 1, 1916.

Registration,	(see Note A),	$5.00
Search,	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS

THREE-POINT-TWO:—46,188. For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. April 10, 1933. Wm. H. Raab & Sons, Dallastown, Pa.

3.2 P. C.:—46,189. For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. April 10, 1933. Wm. H. Raab & Sons, Dallastown, Pa.

LA RUMBERA:—46,192. For cigars. April 27, 1933. Cuesta, Rey & Co., Tampa, Fla.

TRANSFERS

ENVOYS:—115,756 (U. S. Patent Office). For cigars. Registered March 6, 1917, by W. K. Gresh & Sons, Norristown, Pa. Transferred to Consolidated Litho. Corp., Brooklyn, N. Y., and re-transferred to Pennstate Cigar Corp., Philadelphia, Pa., May 5, 1933.

WHITE SATIN:—18,473 (Tobacco World Registration Bureau). For cigars, cigarettes and cheroots. Registered August 27, 1909, by Heywood, Strasser & Voigt Litho. Co., New York, N. Y. Through mesne transfers acquired by the American Box Supply Co., Detroit, Mich., and re-transferred to Bobrow Bros., Philadelphia, Pa., April 20, 1933.

TE GUSTA:—10,826 (Trade-Mark Record). For cigars. Registered August 31, 1891, by Geo. Schlegel, New York, N. Y. Through mesne transfers acquired by Eduardo Gonzalez & Co., Tampa, Fla., and re-transferred to Nordacs Cigar Co., Tampa, Fla., May 3, 1933.

LUJOSO:—16,606 (U. S. Patent Office). For cigars. Registered October 22, 1912, by Eduardo Gonzales, Tampa, Fla. Transferred to Eduardo Gonzalez & Co., Tampa, Fla., and re-transferred to Nordacs Cigar Co., Tampa, Fla., May 3, 1933.

ESTOS SI:—16,786 (Tobacco World Registration Bureau). For cigars, cigarettes, cheroots, chewing and smoking tobacco. Registered December 17, 1908, by S. Perez & Bro., Tampa, Fla. Through mesne transfers acquired by Eduardo Gonzalez & Co., Tampa, Fla., and re-transferred to Nordacs Cigar Co., Tampa, Fla., May 3, 1933.

Harry Wolf, who conducts the cigar stand on the main floor of the Bourse Building, had an old trick worked on him on May 1st and lost a package containing $50 worth of cigars which had just been delivered to him from a wholesaler.

Shortly after the package had been delivered, a boy walked up to Wolf and explained that he had been sent the wrong package and the boy had been sent to return it and would bring him the right one.

After the package had gone Harry called the distributor and discovered that the boy was not employed by them at all.

George Stocking, who has recently been elected vice-president of Arango y Arango, Tampa manufacturers of fine clear Havana cigars, was a recent visitor at John Wagner & Sons, local distributors of the Don Sebastian brand. This brand has a good following here. A new ten-cent size has recently been added to the many fine sizes carried in this brand, and front-marked Comrades, which is meeting with a good demand.

Mr. Stocking announced that a new brand is now being marketed by his factory, known as Arango y Arango Invincibles, and retailing at ten cents, which has all the earmarks of a winner.

Classified Column

The rate for this column is three cents (3c.) a word, with a minimum charge of seventy-five cents (75c.) payable strictly in advance.

POSITION WANTED

CIGAR FACTORY SUPERINTENDENT. MORE THAN 20 Years' Experience With One of the Largest Manufacturers. Hand work or automatic machines. Address Box 560, care of "The Tobacco World."

FOR RENT

OFFICE AND FLOORS FOR CIGAR MANUFACTURING OR STORAGE—No parking restrictions; good location; low rent; freight elevator and loading platform. Will divide. Metals Coating Company of America, 495 North Third Street, Philadelphia.

HAVANA CIGARS

OLD MANUFACTURING FIRM OF HAVANA QUALITY CIGARS will serve orders in any quantity to discounting dealers, at profitable prices. Satisfaction guaranteed. Address for particulars "Fair Dealing", Box 1168, Tampa, Fla.

OUR HIGH-GRADE NON-EVAPORATING

CIGAR FLAVORS

Make tobacco mellow and smooth in character and impart a most palatable flavor

FLAVORS FOR SMOKING and CHEWING TOBACCO

Write for List of Flavors for Special Brands

BETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS

FRIES & BRO., 92 Reade Street, New York

Harvey D. Narrigan & Company, 118 North Sixth Street, one of the oldest tobacco distributing houses in Philadelphia, is liquidating its business, and when present stock on hand is disposed of the business will be discontinued, and thus will pass another old landmark of "the good old days" in Philadelphia. Since the death of Harvey D. Narrigan, Sr., about a year ago, the business has been conducted by his two sons, but changing conditions have prompted them to retire from the field.

Paul L. Brogan, vice-president of Yahn & McDonnell, delivered a five-minute address before the Chester Pike Kiwanis Club on Tuesday evening on the subject of the cigar and tobacco industry. Mr. Brogan is well qualified to discuss the subject, having been associated with the largest cigar distributing company in this territory for more than twenty years. His talk proved very interesting and his listeners gave him their undivided attention.

Joseph F. Cullman, Jr., president of Webster Eisenlohr, Incorporated, was a visitor at the Kentucky Derby on May 6th, having made the journey from New York via plane.

JUNE 1, 1933

LIBRARY RECEIVED JUN 6 19 U.S. Department of Agriculture

VOLUME 53 No. 11

THE TOBACCO WORLD

COMMON SENSE

The importance of attractive and dependable containers for fine cigars is recognized by the progressive cigar manufacturer.

Generally the brands that are increasing their goodwill in this present analytical market are packed in the *new improved AUTOKRAFT cigar boxes.*

Cigar Manufacturers who have not investigated the value of the merits and economies of the splendid and inviting package may obtain complete details promptly by addressing the AUTOKRAFT BOX CORPORATION.

Phila., Pa.
Hanover, Pa.
Cincinnati, Ohio

AUTOKRAFT BOX CORPORATION
LIMA OHIO
A Nation Wide Service

York, Pa.
Chicago, Ill.
Detroit, Mich.
Wheeling, W. Va.

PUBLISHED ON THE 1ST AND 15TH OF EACH MONTH AT 236 CHESTNUT ST., PHILA., PA.

After all nothing satisfies like a good cigar

WOODEN BOXES

Are the Only Natural Humidor for Cigars.

Pack your cigars in wooden boxes and preserve their delicate aroma, mellowness and flavor right up to the time they are passed over the counter to the customer.

Discriminating cigar smokers prefer to select their favorite brand from a wooden box—and it's good business to cater to the dealer and consumer by packing your cigars in wooden boxes.

WHEN BUYING CIGARS
Remember that Regardless of Price
THE BEST CIGARS
ARE PACKED IN
WOODEN BOXES

Volume 53 — Number 11

THE TOBACCO WORLD

Established 1881
TOBACCO WORLD CORPORATION
Publishers
Hobart Bishop Hankins, President and Treasurer
Gerald B. Hankins, Secretary
Published on the 1st and 15th of each month at 236 Chestnut Street, Philadelphia, Pa.
Entered as second-class mail matter, December 22, 1909, at the Post Office, Philadelphia, Pa., under the Act of March 3, 1879.

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Editorial Comment

WE'VE seen our share of transcriptions of business letters from China, Japan and India, with their Oriental phraseology raising politeness to the *n*th degree, and we've suspected that many of them were home-manufactured for laughing purposes. But we are today in receipt of an inquiry from India which we reproduce *literatim:*

"By various correspondence we now approached to your esteemed address by the Department of Commerce United States of America that you issue certain Journals on tobacco.

"We beg leave to request you very humbly to send us one copy of each as a sample and on seeing favorable we will be glad to subscribe for one year.

"Further we are in need to know from you some names of important books or bulletins on tobacco culture with its curing by various method, procedure on tobacco preservation with gredients, notes on tobacco chemical destilation, process of tobacco blending, addresses of supplier tobacco Directory of America, tobacco seeds of best varities and higher authorities of America those are interested in supplying informations on tobacco and cigarette industry. We would be obliged if you will introduce us with their addresses or please trespass to any well know concerned to whom you have your fullest confidence, for which we will be indebted with cordially.

"Moreover we will be glad to hear from you clearly that in tobacco and cigarette industry which kind of help you can afford to unit.

"Hoping to receive copies of your Journals and your openion on the above, we remain, Dear Sirs, Yours faithfully, etc."

THERE it is, reproduced for you in its entirety, primarily that you may share with us the chuckles created by its wide departure from the unimaginative matter-of-factness of the average American business letter.

But we should be rude and ungracious to our correspondent if we showed you his letter merely for the sake of the laughs provoked by the idiomatic differences between his language and ours. We think there is a lesson for all of us in this simple request for information.

There is an obvious explanation for the language of the letter. The writer has a book knowledge of English and an Indo-English dictionary, or employs someone with such knowledge and equipment. The writer composed his letter in his native tongue, and it was then translated literally into English. Many of your best laughs thus come from his unfamiliarity with our word-endings and the near-impossibility of translating Oriental spirit into Occidental words.

Much the same thing would happen if we translated one of our average business letters into Oriental words. The recipient would get the same amusement from our errors in grammar and the differences in idiom, but he would be left cold and sad by the prosaic "yours of 1st inst. received and contents duly noted and in reply beg to state" spirit of the American business man's letter, which clashes with the poetic expression of the East.

A word-for-word translation with the aid of a dictionary often fails to convey to the mind of the other fellow what the writer has in mind. We are reminded of a personal experience in which the laugh is on us. In our callow editorial youth we edited a magazine devoted to aeronautics, one of the first of its kind in this country. Came one day a letter from France. We rescued from the attic the old French dictionary we had used at college, and, with its help, learned that the letter was a courteous request for advertising rates from a French aeroplane manufacturer. Our success in deciphering the message prompted us to "put on the dog" in our reply. We wrote our original in English and then, with the aid of the same French dictionary, translated our letter into our correspondent's native tongue. Such thoughtfulness, we reasoned, was sure to produce an advertising order. Within a short time we got our reply. With trembling fingers, we opened the envelope which, we hoped, would contain a contract covering our first advertising campaign from a European manufacturer. But it was only another letter, and this is what it said: "If you will please write to us in English, we can make out what you're trying to tell us!"

IN a letter the spirit's the thing. Note that our India correspondent, an important tobacco merchant, is asking us to do something for him, and writes accordingly. He appreciates that the information he asks us to send him will be of real value to him, and expresses his appreciation in advance. That, gentlemen, is gentlemanliness in letter-writing.

Contrast his letter with many that you and you and you get in your mail. Too many Americans, seeking information by letter, do not think of asking for it politely and graciously—they demand it. It is not uncommon for us to receive such demands for data at present unavailable that would take us days and sometimes weeks to compile. The irony of it is that these requests seldom come from firms or individuals who are actual customers or prospects of ours, either as advertisers or subscribers.

Believe it or not, one such correspondent recently requested information that could be gathered only by a skilled research organization over a long period and the data would have a commercial worth of thousands of dollars. Yet, because it concerned an element of the tobacco business, he calmly asked us to get the information together and send it to him. Maybe he intended to thank us in return for our "co-operation." We haven't found that out, for the obvious reason that we are confining our busy-ness to our own business.

IN company with all other publishers we are bombarded with an endless shower of material that is euphemistically labeled "news," is technically known in the publishing business as "publicity," and is, in reality "advertising." The three principal features which differentiate it from advertising are: (1) most of it is less interesting than the average well-conceived advertisement; (2) it comes in the accepted editorial form, being typewritten or manifolded, and double-spaced, on regulation sheets, instead of being laid out with art and display type; (3) it is supposed to be published without cost, instead of being paid for like regular advertising.

Much of this not-expected-to-be-paid-for advertising comes from people who regard the reader-interest of the publication as valueless to them, and, therefore, would not dream of patronizing its advertising columns. Yet they do their damnedest to sneak their advertising into our columns under the guise of news.

Unlike our friend from India, these "publicity hounds" do not request us "very humbly" to print their stuff. With brazen crust, they shoot it into us with no other explanation than that it is "for immediate release." Laugh that off!

Please understand that we have a clear conception of news as a relative term. THE TOBACCO WORLD is a business paper, and any item of legitimate interest to the tobacco trade is legitimate news for the columns of this publication, so that much that appears legitimately in these columns would be accounted publicity or unpaid advertising if appearing in a daily newspaper or in a general magazine. We go out of our way to gather and publish such items for the sake of their interest to our readers. What we resent and shall continue to resent are the demands made either by those interested in exploiting products or services only remotely allied to the tobacco trade, or by chiselers seeking free advertising for their wares.

Incidentally, our advertisers are, if anything, less prolific than we should like them to be in the matter of supplying business news, and it is interesting to note that they never fail to accompany their infrequent contributions with a letter stating that the copy is offered for our consideration as proper material for our columns.

THIS may all seem a far cry from the strangely-worded letter that started this train of thought. But it is not. It all has to do with the code of common, ordinary, human decency that is known as politeness. We have a hunch that one of the good results eventuating from the period of trial through which we have been passing will be a perceptible increase in human consideration or courtesy, which is just another way of describing politeness.

Taking the two opposed business philosophies represented by the brusqueness of many an American letter and the politeness of the Oriental inquiry which prompted these paragraphs, we predict the best sales return from the East Indian pattern, laughs and all.

IT is a pleasure to report that the sponsors of the proposed promotion plan to revive cigar smoking have not been unmindful of the several points mentioned in the editorial published in the May 15th issue of THE TOBACCO WORLD. Commenting on that editorial, David Rosenblum, executive vice-president of Trade-Ways, Incorporated, the organization which made the survey and formulated the proposed program, wrote:

"We are not far apart, you and I, regarding the points made in your editorial comment. The war did have an effect in accelerating the acceptance of cigarette smoking, although accurate Government statistics covering the period before, after and during the war, when charted, do not show any marked change in the steady growth of cigarette consumption.

"There can be no question about the part played by cigarette advertising in maintaining and keeping up the volume of cigarette consumption. As you very well point out, it has been unconventional, interesting and resultful advertising. It was evident from our survey, however, that it would not be possible to raise enough money to put on a co-operative advertising campaign, and we felt it best at this time to avoid extended comment on matters of individual company policy.

"These two subjects and many other subjects, such as the effect of prohibition on cigar smoking, were covered in our complete report. All I could do at the meeting at the Roosevelt Hotel was to present a brief summary of a rather exhaustive study and to direct attention to a few fairly simple findings that indicated the reasons for our basic recommendations. It will not surprise you to know that all sorts of panaceas and activities were suggested by men in the industry when we interviewed them, and we were frankly very much pleased and gratified when our recommendations were unanimously approved by the manufacturers on the Research Committee and others whom they called in to hear our complete report.

"A fairly sizable part of the industry has already subscribed to the campaign. We have not yet received subscriptions from 70 per cent. of the industry, however, which is the minimum set by the committee before the campaign can get under way. I am meeting with the Committee this week to see what further steps can be taken to secure the co-operation of those manufacturers who are still standing aside, so that the campaign can get under way fairly soon."

To adopt President Roosevelt's new international word, we comment that the cigar manufacturers have simply *got* to put on this promotion campaign.

Working Out Tobacco Trade Problems in Harmony with Roosevelt Program

Special Bulletin of Merchants' Association Warns Against Hasty and Ill-Advised Local Action

PRESIDENT ROOSEVELT'S Industrial Recovery Program has certainly brought a ray of sunshine to the tobacco industry, as it doubtlessly has to all American industries.

However, it is clearly obvious that the means and remedies that will be available when this measure becomes a law could not successfully be applied for the eradication or correction of trade abuses or trade evils in any industry without deep study and careful planning.

No short-cut methods can accomplish the results. Nor would local, factional or divisional activities be effective in dealing with nation-wide and trade-wide problems, such as we have in the tobacco industry. For problems that are so intermingled and interdependent among the various branches or divisions of our industry can manifestly be dealt with only through unity, co-ordination and mutual understanding on the part of all branches of the industry.

Thus, as the tobacco industry's national organization, embracing within its membership leading factors of all branches of the industry, the T. M. A., now in the eighteenth year of its service to the trade, is naturally being looked to for appropriate action to bring about the much-needed relief which seems possible under the measure just submitted to Congress by President Roosevelt.

With respect to the price-cutting situation, it is hardly necessary to refer to our attitude toward this outstanding evil. Indeed, the trade will well recall the ringing messages of Mr. Jesse A. Bloch, our president, at the several Washington conventions held by our association, condemning ruinous price-cutting in no uncertain terms.

And so, too, the trade will remember the Washington conferences of jobbers called by the T. M. A. in April, 1922, and the proceedings that were then instituted before the Federal Trade Commission to secure an official ruling permitting the adoption of a code of ethics that would prevent cut-throat competition on the ground that such practices constituted an unfair method of trading.

The adverse ruling of the Federal Trade Commission as well as its subsequent proceedings against the Tobacco Jobbers Association, etc., carried also through the courts, of course, rendered any further activities in that regard impossible, without running counter to the law.

But our stand and our views on this subject, coupled with our intense ambition to see the fullest measure of prosperity enjoyed by all those engaged in our industry—whether manufacturers, jobbers, retailers or others—have served as a real inspiration to us in endeavoring to work out an effective and practicable method of dealing with our industry's problems, in harmony with President Roosevelt's new program in so far as the law about to be passed will permit.

Accordingly, we are already engaged in making an intensive study of the entire situation in the hope that we shall be prepared, in due time, to submit a concrete and comprehensive plan, one that might effectively be carried out for the benefit of the entire industry.

At the same time, we cannot too strongly caution the trade against hasty and ill-advised activities, particularly of a local nature. The bill has not as yet been passed, and while it doubtlessly will be passed, there is ample time to deal with this situation in a deliberate and effective manner and on a nation-wide and trade-wide basis.

It is our earnest hope that we may have the privilege of serving our industry in the present emergency with the same degree of efficiency and loyalty as, we trust, we have succeeded in doing in the past.

Fair Profits and No Price-Cutting

By GEORGE W. HILL

President, The American Tobacco Company

Following is from a letter written by Mr. Hill to Charles Dushkind, of the Tobacco Merchants' Association, on receipt of the Special Bulletin comprised in the foregoing article.

I NEED not tell you how thoroughly sympathetic the American Tobacco Company is to President Roosevelt's Industrial Recovery Program. You, yourself, are familiar with the record of the past, when the American Tobacco Company, as far back as 1921, showed its desire that the jobber and the retailer should have a fair profit and should be protected against the evils of price-cutting—an effort which, unfortunately, was held to be contrary to the spirit of the existing laws, and resulted in a Federal Trade Commission complaint and order which prevented further efforts along this line. Nevertheless, this has always continued to be the desire of the American Tobacco Company, even down to the present days of demoralization of the industry through ruthless underselling.

I am exceedingly hopeful that President Roosevelt's Industrial Recovery Program presents an opportunity to put the entire tobacco industry—farmer, retailer, jobber and manufacturer—once again on a profitable basis. I look forward to the enactment of the Wagner bill, and if it is enacted by Congress, the Tobacco Merchants Association can count upon the fullest co-operation of the American Tobacco Company, to the end that all branches and classes of the tobacco business should again be made profitable, with, of course, full consideration of the consumers' interest which is so essential to the further development of increased consumption.

Tobacco Types, Uses and Markets

By CHARLES E. GAGE
U. S. Department of Agriculture

ALL TYPES of cigar tobacco are air-cured. They are classified according to the principal use to be made of the tobacco, that is—filler, binder, and wrapper types—although all are used for other purposes. For instance, select grades of filler types are used occasionally for binder purposes; tobacco for binder and wrapper types may be used for all three purposes; and low-grade tobacco from all types finds its way into scrap chewing. The terms "filler," "binder," and "wrapper" are defined as follows:

Filler: Tobacco used in forming the core of a cigar. It predominates in the aroma.

Binder: Tobacco used to bind the filler and to shape it into the "bunch." The binder also acts as a protection for the wrapper during the manufacturing process. It is a fine and elastic texture and is rolled around the coarser filler. The use of a binder makes possible the use of a very thin and attractive wrapper on the cigar. Otherwise, the core of filler tobacco would present irregularities and probably puncture the wrapper, thus requiring replacement and causing a loss.

Wrapper: Tobacco used for covering the "bunch" formed by inclosing the filler in the binder and to make the finished cigar attractive.

The scrap-chewing industry is a valuable adjunct to the cigar industry, for it provides the grower with an outlet for large volumes of leaf not suited for cigar-manufacturing purposes. This is an important consideration, for even in the most favorable season some tobacco, because of the position of its growth on the stalk or because of damage, will lack the quality requisite for manufacture into cigars; and in years of unfavorable growing conditions and times of hail injury the quantity of such low-grade tobacco may be great. Low as the prices for this so-called stemming tobacco sometimes are, they save the growers from partial or total loss.

The prices paid for stemming tobacco are not always low. In years of scant supplies they may be high enough to afford active competition for some grades usable in cigars.

There are physical differences between the three classes. Filler types are relatively coarse in texture and heavy in body. The important considerations are the aroma and burn. Color is of importance only as it indicates qualities sought by the manufacturers; so far as the cigar consumer is concerned, the color of the filler is not considered.

With respect to the binder, color is a factor only to the extent that it indicates other qualities. But binder leaf must be thinner and of finer texture than filler and more elastic. Its purpose is to hold the bunched filler in shape; this calls for a degree of elasticity not required in fillers. Although the binder constitutes a very small percentage of the total bulk of the cigar, its effect on the aroma is important. In selecting a binder the manufacturer is guided by aroma and

(*Continued on Page 17*)

That Famous General Grant Cigar

A Diverting Tale of Big Business, A Fortune and A College, Built on A Joke

"One of the grander stories which the papers buried"—that's the way the following yarn about General Grant's cigar was described by its author, an unidentified contributor to Walter Winchell's syndicated column, where it appeared recently, on one of those Saturdays when other scribbler's do Walter's work.

DURING the early days of the Civil War, General Grant, then comparatively obscure, passed through a small Mid-Western town on his way to combat. The townsfolk made much of the General. In return, he signed autographs (they had them in those days, too) shook many hands, and generally made himself agreeable. To one fortunate local, a humble storekeeper, he presented a cigar in full view of many of his envious neighbors.

The merchant decided not to smoke the cigar. He put it in a glass case, and placed it in the store as a souvenir of Grant's visit. As the General's fame grew in the years that followed, the storekeeper enhanced the cigar incident. By the end of the war, to hear him tell it, he and the General, then the national hero, had been inseparable.

His prestige increased by leaps and bounds and his store prospered. Through it all, there was the cigar, a concrete symbol of his intimacy with the great man. People came to look at the rolled up tobacco leaf, and remained to buy his wares. The town grew too, until it became a thriving metropolis. Our friend became wealthy and after Grant died the brief meeting became even more fanciful.

Before he died, the once-lowly merchant founded a college, which likewise became important in the community. His sons were trustees, and after they died, their sons became trustees. And so we come to the present day. The cigar, still preserved under glass, occupied an honored position in the university library, for all the scholars to see. One day the officials realized it was time to celebrate an anniversary of the founding. A program was laid out, to be climaxed with a huge banquet at which all the community biggies were to be present.

And then some one had a brilliant idea. At the end of the dinner, he argued, the most appropriate gesture possible would be for the oldest grandson to smoke the cigar. The fateful moment arrived, and the gorged but expectant guests waited with baited breath while the weed was removed from its case.

Someone lit a match, the grandson put the cigar to his lips, lit it, and puffed a moment. The scene was so dramatic that none dared raise a murmur. But what? General Grant's cigar exploded with a bang, all over the startled grandson's amazed pan. Wherever the General was, I'm sure he thought the laugh was worth waiting for.

Musings of a Cigar Store Indian

By Chief "Young-Man-Smoke-Cigars"

BACK in the days when a racket was generally understood to mean a clattering noise . . . the boys who didn't believe in hard work . . . used to make week-end spending money . . . by working the "lucky money" trick . . . one of them would go into a corner cigar store . . . buy a few cigars . . . hand over a $2 bill to the storekeeper . . . accept his change . . . glance wistfully at the $2 bill as it was being deposited in the cash drawer or register . . . exclaim . . . "gee, that was my lucky bill . . . let me have it back, will you?" . . . and while the storekeeper was trying to untangle the now twisted transaction . . . the customer would walk out . . . with the $2 bill . . . and his cigars . . . and the change . . . sounds impossible in these smart days . . . but it was successfully worked along the White Horse Pike . . . in New Jersey . . . last week . . . until one quick-thinking merchant . . . grabbed the trickster who tried to victimize him . . . and the result was the arrest of three prestidigitators . . . who were taking turns working the stores along the Pike . . . they were sent to Camden County jail . . . in default of $500 bail . . . after six slow-witted storekeepers had testified against them . . . I wonder . . . sometimes . . . if there has been any advance . . . in human intelligence . . . since I was a papoose.

HER failure to disapprove . . . use of lip rouge . . . nail tint . . . and other beauty aids . . . did not help the standing . . . of Miss Josephine Lynch . . . general secretary . . . of the Central Branch . . . of the Young Women's Christian Association . . . of Toledo, Ohio . . . but when the secretarial board learned . . . that she not only approved cigarette smoking for women . . . but actually enjoyed that pleasant habit herself . . . she was asked to resign . . . maybe because the board regarded cigarette smoking . . . as an adoption of a custom . . . from the effete East . . . in which case . . . Miss Lynch should have switched her tobacco consumption . . . to cigars . . . or a pipe . . . or a "penny ike."

THAT was a term . . . penny ike . . . familiar in boyhood days. . . which I hadn't seen . . . or heard . . . for years . . . until recently . . . when it was resurrected . . . in one of the newspaper columns. . . F. P. A.'s in the New York *Herald-Tribune* . . . or Tom Daly's in the Philadelphia *Evening Bulletin* . . . wherein many readers . . . learned for the first time . . . that one of the dissipations of youth in the gay Nineties . . . was to go to Lafferty's . . . or Fiedler's . . . or Mooney's . . . or whoever happened to run the corner cigar store . . . and ask for a penny ike . . . and Old Man Lafferty . . . or whoever your cigar store man was . . . would lug out . . . a huge slab of chewing tobacco . . . slip it under the cutter . . . which was always on his counter . . . and snip off about an inch and a half . . . for which you paid him a cent . . . and then you bit off a cud . . . and went forth to chew . . . like the man you were growing to be . . . and to spit in the gutter . . . and to graciously oblige . . . with a chew off your miniature plug . . . the other less fortunate buddies . . . who had not the wherewithal . . . to buy their own . . . ho hum . . . it's been a long time . . . since I saw a tobacco cutter . . . holding a place of honor . . . on a cigar store counter.

WHEN M. Herriot . . . was over here . . . conferring with President Roosevelt . . . he gave newspapermen . . . and others . . . an eyeful . . . of a real chain smoker in action . . . he never stopped smoking . . . and seemed to get equal enjoyment . . . from cigars . . . and cigarettes . . . being of that rare genus . . . which should be . . . if it is not . . . known as ambi-fumatory . . . a term descriptive of the class of men . . . who enjoy tobacco in both these popular forms . . . and we see no reason . . . why a man should be exclusive . . . in his ritual of worship . . . of Lady Nicotine . . . like Robert Woolsey . . . with his omnipresent cigar . . . who is said . . . to smoke 500 of them . . . during the shooting of one film . . . and Joe Jacobs . . . manager of Max Schmeling . . . who sends out of town . . . from the training camp . . . for a barber . . . to give him a $5 shave . . . but keeps his cigar in his mouth . . . and smokes . . . during the operation . . . maybe that's why the tonsorial artist . . . charges the five bucks . . . it must be a real chore to work . . . through that smoke screen . . . and wield a razor . . . with such dexterity . . . as not to commit a William Tell . . . on Joe's butt.

STONEY McLINN . . . got quite a flavor of tobacco . . . in his staccato double-measure column . . . in the *Philadelphia Record* . . . last Sunday . . . what with his crack that . . . Gazella Wenreich . . . eighteen-year-old gal . . . finishes the 50,000 meters walk . . . and as she collapses in arms of brother . . . asks for a cigarette . . . that's walking more than the mile the advertisement suggested . . . a man would for a cigarette, Gazella . . . and that . . . Jack Dempsey seems more human . . . now that he's an inveterate cigar smoker . . . Jack has found . . . that big time boxing promoter . . . needs the soothing influence of Lady Nicotine . . . and that . . . Barney Oldfield's cigar supply lasts . . . until he can complete his job . . . as starter of Trenton auto races . . . by the way . . . Stoney . . . did you ever . . . actually see Barney smoke a cigar? . . . I watched him race . . . in the Vanderbilt's . . . the Briarcliff . . . the Grand Prize . . . at Belmont Park . . . Grosse Pointe . . . yes . . . even down at Hughie McAnany's Old Point Breeze . . . always with a cigar . . . clenched between his teeth . . . and always unlighted . . . in his racing days . . . at least . . . he was the world's champion dry smoker . . . maybe he was like . . . a former president . . . of one of the big automobile companies . . . who didn't smoke . . . but bought boxes of Corona Coronas . . . exclusively for chewing purposes.

Production Adjustment Impends

Method to Be Determined by the Producers, Manufacturers and Distributors of Tobacco

WITH many adverse factors affecting the outlook for tobacco for 1933, producers and manufacturers are wondering just how and when the provisions of the new Agricultural Adjustment Act will be applied to this commodity.

The Department of Agriculture recognizes that each type or group of types of tobacco constitutes a distinct commodity. Certain types, such as the dark fire-cured and the flue-cured, are sold to a large extent on export markets which have been severely affected by trade restrictions. Other types such as Burley and the cigar tobaccos are used almost entirely for domestic consumption.

In general the tobacco situation is little different from that of other basic commodities to which relief may be extended under the provisions of the Adjustment Act. There are accumulated surpluses in most types just as exist in cotton and other basic farm commodities. Loss of foreign markets and decreases in domestic and world consumption have increased these surplus stocks.

In the cigar types, huge supplies have accumulated as consumption has declined. The Department of Agriculture estimates that in 1929 the total supply of cigar types was approximately 400,000,000 pounds (converted to a redried basis). This was three times the annual consumption, and as consumption has declined, the supplies have mounted until the situation at the end of the present season, if no control measures are undertaken, is likely to find the ratio of supply and consumption twice that of 1929. Based on the intentions to plant gathered by the department recently, it is estimated that the supply at the end of the 1933 marketing season will be approximately 500,000,000 pounds, which, in view of declining consumption, raises the prospect of a supply six times as large as annual consumption. This would be the largest supply of which there is any official record.

Burley provides another striking example of the excessive supply situation. In 1929 the total supply was estimated at approximately 650,000,000 pounds or two and one-half times the total annual disappearance. The prospective supply for 1933, based on the intentions of burley producers relative to this year's crop, is estimated at 950,000,000 pounds or approximately four times the annual consumption.

Some recent shifts in consuming habits also add to the tobacco problem. From 1929 to 1932, cigar consumption decreased 30 per cent.; cigarette consumption 13 per cent.; snuff 9 per cent., and smoking and chewing tobacco combined about 7 per cent.

These trends in domestic consumption have their counterparts in foreign consumption and together with the increasing substitution of foreign tobaccos for American exports have seriously impaired the American export markets. Part of this substitution abroad is regarded as a temporary expedient, but much of it is the direct result of trade restrictions, such as monopoly control measures and protective tariffs, designed to develop a greater self-sufficiency in tobacco production.

Because of the fact that there are many types of tobacco each of which has more or less distinctive characteristics and uses, any measures that are applied under the Agricultural Adjustment Act will probably treat each type or group of closely related types as a separate problem.

From a general standpoint, however, it is recognized by those who have made a study of the tobacco problem that some form of voluntary production adjustment is necessary for practically all types if the present accumulated stocks are to be worked down and a normal balance achieved.

Under the new Adjustment Act, the Secretary of Agriculture is empowered, among other methods of procedure, to arrange for voluntary reduction of tobacco acreage or production through rentals or direct benefit payments. The Secretary may also enter into marketing agreements with processors and others to reduce wasteful and price-depressing practices and thereby bring about better prices to the producers.

The act gives the Secretary wide powers to insure the effectiveness of any agreements or any procedure that may be devised to bring a fair exchange price to the producer. What procedure will be adopted is pretty much up to the producers, manufacturers and distributors themselves.

Secretary Wallace at a recent press conference outlined the policy of the department with reference to all commodities when he stated he desired to present the facts to the industry and "allow them to determine the methods to be used in bringing about as rapidly and feasibly as possible the purposes outlined in the bill." In referring to the "industry" the Secretary explained that he meant the producer, the processor, the consumer and all parties concerned. A meeting of these parties interested in tobacco is an immediate probability.

The objective, of course, is to achieve fair exchange prices for the producer's tobacco, and the period upon which the parity price will be based is the ten-year period—August, 1919-July, 1928. The base period for tobacco differs from that of the other basic commodities because of the market increase in tobacco consumption and production immediately following the war. The base period for other commodities is the pre-war era—August, 1909-July, 1914.

In some instances, however, notably that of burley, prices in 1932 were near the fair-exchange level. This was due to the unusually good smoking quality of the crop, the small production of types other than burley, and increased competition among buyers. There was also a 17 per cent. reduction in burley acreage for 1932.

The Department of Agriculture, however, has warned burley producers that the production of this type is likely to be greatly in excess of consumption during the coming season. There is also a likelihood of a material increase in burley acreage, stimulated by favorable prices last year.

Since 1929, declining consumption and increasing supplies have been common to all types of tobacco. Although, as with burley, the 1932 prices for the cigarette and manufacturing types showed some improvement, the average price for all types last year was about 20 per cent. below the adjusted base price that is the objective of the new act.

IT'S FUN TO BE FOOLED
TODAY'S MAGIC FEATURE: Coffee... Hot and Delicious... Out of Thin Air!
Copyright, 1933, R. J. Reynolds Tobacco Company
LAST NIGHT I SAW A MAGICIAN SERVE 100 CUPS OF COFFEE TO THE AUDIENCE OUT OF A HUGE COFFEE POT THAT HE PRODUCED FROM NOWHERE.
Here's what she saw
HERE'S THE 99TH CUP AND STILL SOME LEFT. ANYONE ELSE?
I HAD A CUP OF THE COFFEE MYSELF, SO I KNOW IT WASN'T A TRICK.
YOU HAVE BEEN FOOLED AGAIN, ELLIE ——
—THE COFFEE POT WAS TELESCOPED INTO THE TOP OF THE TABLE. THE COFFEE WAS IN A TANK UNDER THE STAGE. AN ASSISTANT PUMPED IT UP THROUGH A RUBBER TUBE IN THE LEG OF THE MAGICIAN'S STAND.
POT IS RAISED TO TOP OF TABLE WHEN MAGICIAN LIFTS CLOTH.
TUBE TO ROOM BELOW.
SO THAT'S THE TRICK I HAVE A CIGARETTE?
I'M SORRY, BUT I DON'T ENJOY THAT BRAND. THEY TASTE SO FLAT.
DO THEY REALLY TASTE FLAT? I THOUGHT THEY WERE SUPPOSED TO BE MILD.
MILD? TRY A CAMEL AND YOU'LL GET MILDNESS AND BETTER TASTE TOO.
OH, JACK— THIS IS WONDERFUL! WHAT IS IT THOSE ADS SAY: "IT'S MORE FUN TO KNOW"?
YES, IT'S THE TOBACCO THAT COUNTS, ELLIE.
ELLIE DIDN'T KNOW THAT SHE HAD ILLUSIONS ABOUT CIGARETTES UNTIL JACK PERSUADED HER TO TRY ONE OF HIS CAMELS. NOW SHE'S A CAMEL FAN, TOO.
—IT'S MORE FUN TO KNOW
Camels are made from finer, MORE EXPENSIVE tobaccos than any other popular brand . . . You'll appreciate the mildness...the flavor...the added pleasure of costlier tobaccos.
CAMEL
CHOICE QUALITY
A MATCHLESS BLEND
BE A MAGICIAN
FREE—send no money—FREE. 36-PAGE ILLUSTRATED MAGIC BOOK CONTAINING 23 MYSTIFYING CIGARETTE, CARD, AND COIN TRICKS. WITHOUT SKILL OR PREVIOUS EXPERIENCE YOU CAN BE THE LIFE OF ANY PARTY AND FOOL THOSE "WISE GUYS" WHO KNOW IT ALL. MAIL ORDER-BLANK AT RIGHT WITH FRONTS FROM 5 PACKS OF CAMELS—MORE ORDER BLANK.
Magician's Cigarette Tricks
R. J. REYNOLDS TOBACCO COMPANY, Department 56-A WINSTON-SALEM, N. C.—I enclose fronts from 5 Camel packs. Send postpaid FREE MAGIC BOOK.
Name
Street
City State
NO TRICKS IN CAMELS—JUST COSTLIER TOBACCOS

APRIL CIGAR WITHDRAWALS DECLINE

THE following comparative data of tax-paid products indicated by monthly sales of stamps are obtained from the statement of Internal Revenue collections for the month of April, 1933, and are issued by the Bureau. (Figures for April, 1933, are subject to revision until published in the annual report):

Products	*April* 1932	1933
Cigars (large):		
Class A .....No.	269,773,000	277,187,420
Class B .....No.	4,335,377	2,477,513
Class C .....No.	71,305,276	38,425,990
Class D .....No.	4,453,721	2,866,535
Class E .....No.	85,787	249,115
Total.....	349,953,161	321,206,573
Cigars (small).....No.	24,632,560	10,896,826
Cigarettes (large).....No.	321,610	196,811
Cigarettes (small).....No.	7,562,290,327	7,973,021,190
Snuff, manufactured...lbs.	2,947,831	3,440,392
Tobacco, manufactured.lbs.	24,813,725	25,407,025

Note: The above statement does not include tax-paid products from Puerto Rico and the Philippine Islands. This information is shown in supplemental statement.

Tax-paid products from Puerto Rico for the month of April:

Products	*April* 1932	1933
Cigars (large):		
Class A .....No.	6,545,100	4,082,650
Class B .....No.	1,000	164,700
Class C .....No.	138,500	17,000
Class D .....No.	1,000	....
Total.....	6,685,600	4,264,350
Cigars (small).....No.	500,000	500,000
Cigarettes (large).....No.	51,000	20,000
Cigarettes (small)....No.	252,500	65,000

Tax-paid products from the Philippine Islands for the month of April:

Products	*April* 1932	1933
Cigars (large):		
Class A .....No.	13,334,950	8,442,275
Class B .....No.	28,950	4,970
Class C .....No.	13,080	13,476
Class D .....No.	60	200
Class E .....No.	140	....
Total.....	13,377,180	8,460,921
Cigarettes (large).....No.	....	1,000
Cigarettes (small).....No.	104,870	83,000
Tobacco, manufactured.lbs.	56	14

Note: Quantities of tax-paid products shown in above statements are indicated by stamp sales for the month.

Comparative Statement of Internal Revenue Collections for the Month of April

Sources of Revenue	*1932*	*1933*
Cigars	$1,002,774.66	$812,923.16
Cigarettes	22,689,638.28	23,921,084.01
Snuff	530,609.66	619,270.59
Tobacco, chewing and smoking	4,467,230.50	4,574,056.32
Cigarette papers & tubes	165,252.18	65,111.68
Miscellaneous, relating to tobacco	1,497.99	241.00

TOBACCO MEN SELECT TUCK FOR LONDON CONFERENCE

Appointment of G. O. Tuck, Louisville, Ky., tobacco exporter, to represent the tobacco industry at the London Economic Conference this month, featured a meeting of growers in the Board of Trade Building, that city, last Wednesday.

Mr. Tuck's appointment will be subject to approval of Secretary of State Cordell Hull.

E. J. O'Brien, Jr., presided at the meeting, attended by producers from Central and Western Kentucky and from Tennessee.

Mr. Tuck is expected to serve as tobacco advisor to the American delegation at the conference, and was authorized to select a number of alternates among tobacco men who expect to be in Europe this summer.

WAGNER GETS FIRST BEER LICENSE

To John Wagner & Sons, one of the leading tobacco distributors in the territory, was awarded the first license to act as a distributor of beer in Philadelphia, last week. The Wagner firm was identified with the distribution and importation of beers, wines and liquors for more than 100 years.

DEISEL-WEMMER-GILBERT PROFITS

Deisel-Wemmer-Gilbert reports for the quarter ended March 31st net profit of $42,719 after charges, depreciation and Federal taxes, equal after dividend requirements on the 7 per cent. preferred stock to 7 cents a share on 206,265 shares of common stock. This compares with $70,469, or 19 cents a share on 216,410 common shares in the first quarter of 1932.

SNUFF POPULAR IN ENGLAND

Snuff factories in England are working overtime to cope with the sudden demand not only from London but also from Northern England and Scotland. In West End theatres, where smoking is not permitted, snuff has become a craze. It is believed that the increase in snuffers has been influenced by some doctors who prescribed it as useful in warding off 'flu and in easing catarrh.

LORILLARD TO CHANGE STOCK

P. Lorillard Company has notified the Stock Exchange of its proposal to change its stock from no-par value to $10 par value a share.

McKITTERICK HEADS PHILIP MORRIS

L. D. McKitterick, formerly first vice-president of Philip Morris & Company, has been elected president to succeed Reuben M. Ellis, news of whose sudden death was published in the May 15th issue of this publication.

APRIL CIGAR WITHDRAWALS, 1920 TO 1931,

April,	1920.....	663,577,579
"	1921.....	548,103,503
"	1922.....	501,393,544
"	1923.....	532,533,522
"	1924.....	501,422,160
"	1925.....	493,775,432
"	1926.....	509,132,588
"	1927.....	475,979,589
"	1928.....	459,021,565
"	1929.....	550,912,261
"	1930.....	469,968,598
"	1931.....	459,981,900

TEN MONTHS' WITHDRAWALS FOR CONSUMPTION

	First 10 Mos. Fiscal Yr. 1933	*— Decrease + Increase Quantity*
Cigars:		
Class A—		
United States....	2,845,114,385	— 166,972,495
Puerto Rico.....	48,324,620	— 27,646,505
Philippine Islands	135,004,760	— 10,181,275
Total	3,028,443,765	— 204,800,275
Class B—		
United States....	33,049,312	— 27,425,665
Puerto Rico	667,050	— 149,700
Philippine Islands	529,416	— 486,703
Total	34,245,778	— 28,062,068
Class C—		
United States....	548,487,128	— 413,259,720
Puerto Rico	924,080	— 3,278,064
Philippine Islands	219,624	— 164,858
Total	549,630,832	— 416,702,642
Class D—		
United States....	41,611,237	— 18,347,095
Puerto Rico	1,500	— 17,700
Philippine Islands	2,076	— 3,266
Total	41,614,813	— 18,368,061
Class E—		
United States....	5,069,977	— 4,497,267
Puerto Rico	.....	— 500
Philippine Islands	26,823	+ 12,271
Total	5,096,800	— 4,485,496
Total All Classes:		
United States....	3,473,332,039	— 630,502,242
Puerto Rico	49,917,250	— 31,092,469
Philippine Islands	135,782,699	— 10,823,831
Grand Total	3,659,031,988	— 672,418,542
Little Cigars:		
United States....	187,511,934	— 63,792,546
Puerto Rico	4,104,000	+ 104,000
Philippine Islands	.....	.....
Total	191,615,934	— 63,688,546
Cigarettes:		
United States....	84,111,626,546	—2,556,879,376
Puerto Rico	2,404,340	— 3,510,360
Philippine Islands	1,377,610	— 103,890
Total	84,115,408,496	—2,560,493,626
Large Cigarettes:		
United States....	2,423,595	— 1,361,210
Puerto Rico	410,000	— 340,500
Philippine Islands	11,991	+ 11,791
Total	2,845,586	— 1,689,919
Snuff (pounds):		
All United States.	28,917,169	— 3,243,220
Tobacco, Mfd., (pounds):		
United States....	250,310,872	— 19,618,031
Philippine Islands	212	— 689
Total	250,311,084	— 19,618,720

NEW, WISE BUYER EMERGES

AT LEAST one beneficial result has emerged from the darkness of the last three years. The depression has made better shoppers out of the American buying public. A sense of discrimination for true value, and with it a demand for real value, has been developed in the average American, that was lacking too often in 1929.

Sound buying, at best, has always been difficult, and the past three years, with lower wages and reduced incomes, have made it doubly so. A flood of inferior products, designed to snare the depression-minded purchaser, appeared in American markets soon after the first crash was felt, making it more difficult than ever to select the wheat from the chaff—the honest value from the cheap and shoddy bargains.

From this chaotic state is emerging a new and wiser buyer. With depression-opened eyes, he is demanding true value—a combination of quality and fair price—in his everyday purchases. In reality, this means that the public is buying nationally known quality products the prices of which have been adjusted to meet depression incomes.

Reliable manufacturers, in most cases, have found it possible to meet the new price trend and to give value that is meeting the acid test of the alert buyer. Thus in the cigar industry, Certified Cremo has been reduced in price to "five cents straight—three for ten cents"—this with no change whatever in the size or high quality of this recognized cigar.

This is but one isolated case. Whether it is an automobile or a cake of soap, quality and lowered price have been combined, in most instances, to give the buyer more for his dollar than in many years.

PEREZ FACTORY CELEBRATES FIFTIETH YEAR

The factory of Marcelino Perez & Company, Tampa, Fla., manufacturers of fine clear Havana cigars, celebrated its fiftieth anniversary on May 1st.

The business was founded by Marcelino Perez in Cuba, but later was moved to the United States and was located in New York City. Later the business was moved to Tampa but returned to New York again the following year. In 1918 the business was again moved to Tampa, and is one of the substantial business houses of that city today. Mr. Perez passed away in 1920 and the business has since been operated by his sons, Mannie, Joe and Bob, who are well known and well liked throughout the trade. A younger brother, W. R., is now working his way up through the factory and learning the business.

The high quality brands of Marcelino Perez & Company are found in practically every shop in the country where fine cigars are sold.

INQUIRY INTO A. T. CO. INCOMES

An inquiry regarding the equitableness of the incomes of the officers of the American Tobacco Company has been ordered by the Supreme Court. This action follows decision in a similar case against Richard Reid Rogers, of New York, a stockholder in the company, who sought to show that the officials were getting too much and the stockholders too little.

Under a company by-law adopted in 1912, whose legality was upheld by the Court, George W. Hill, president, receives 2½ per cent. of profits after all dividends and expenses are paid. The vice-presidents get 1½ per cent.

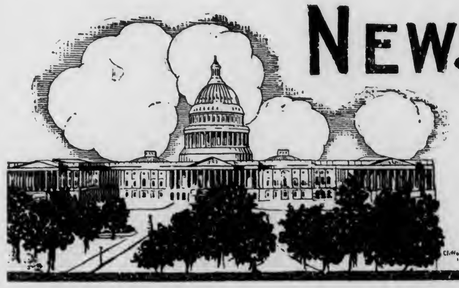
Still going strong

....AND HERE'S THE REASON

DEALERS find that TARGET Cigarette Tobacco makes lasting friends; once customers try rolling their own with this high quality, blended cigarette tobacco they stick to it. *Four* fine cigarettes for a cent (forty from each dime) is sumpin' these days! Keep TARGET on your counter. The big new package—1¼ oz. at the same old 10¢—sells itself. Check up your stock—your jobber will supply you.

BROWN & WILLIAMSON TOBACCO CORP.
LOUISVILLE, KENTUCKY

Brown & Williamson products have been designed to bring you the most profit in all lines and prices. New products are added to fit the times. Are you getting your share of profit from these live, selling items: Sir Walter Raleigh Smoking Tobacco, Raleigh Cigarettes, Golden Grain, Wings Cigarettes and Bugler Tobacco?



NEWS FROM CONGRESS AND FEDERAL DEPARTMENTS

FROM OUR WASHINGTON BUREAU 622 ALBEE BUILDING

LICENSING of all tobacco manufacturers and distributors engaged in interstate commerce, in order that the Government may readily enforce adherence to codes of fair competition which are to be adopted by the various trades, is required under the provisions of the Industrial Recovery bill passed by the House of Representatives May 26th and now before the Senate.

Declaring the existence of "a national emergency productive of widespread unemployment and disorganization of industry, which burdens interstate commerce, affects the public welfare and undermines the standards of living of the American people," the measure defines the policy of Congress to be "to remove obstructions to the free flow of interstate commerce which tend to diminish the amount thereof; and to promote the organization of industry for the purpose of co-operative action among trade groups, to induce and maintain united action of labor and management under adequate governmental sanctions and supervision, to eliminate unfair competitive practices, to reduce and relieve unemployment, to improve standards of labor, and otherwise to rehabilitate industry."

To this end, the industries of the country are to develop codes of fair competition which, upon approval by the President, are to constitute the legal requirements, with fines ranging up to $500 as penalties for violations.

Following adoption of a code, or its enforced application upon an industry which fails to act voluntarily, all members of the industry affected will be required to secure Federal licenses, failure to do so being punishable by a fine not exceeding $500 or imprisonment for not more than six months, or both.

Incorporated in the measure is the proposed public works program of the Administration, to be financed by a $3,300,000,000 bond issue, for the servicing of which new taxes to raise a revenue of $220,000,000 a year will be necessary. Leaving to Congress the decision as to the form these taxes should take, President Roosevelt, in a message asking for the legislation, suggested that provision be made for their reduction or elimination as fast as increasing revenues from improving business became available to replace them or when the Eighteenth Amendment is repealed and the pre-prohibition liquor taxes, from which a large revenue is anticipated, again become effective.

Rejecting a recommendation that the bond issue be serviced by a general manufacturers' sales tax, the House adopted a program consisting of increases in the normal income tax rates from 4 to 6 per cent. on net income up to $4000 and 8 to 10 per cent. on income in excess of that amount, the subjection of corporation dividends to normal income taxes and an increase in the Federal gasoline tax to 1¾ cents per gallon. This will raise new revenue estimated at $221,000,000 a year. It was also determined to retain for an additional year the various excise taxes of the 1932 revenue law, which were to expire on July 1, 1934.

Incorporated in the measure by vote of the House were provisions to tighten up loopholes in the present income tax laws revealed by the probe into the affairs of J. P. Morgan and Company. These included a limitation on the deduction of capital losses to a single year, in lieu of the two-year limit heretofore prevailing.

The vote of the House on the sales tax developed that this form of levy is losing, rather than gaining strength. Efforts to substitute the sales tax for the income and gasoline tax increases were defeated by a vote of 137 to 265, proponents of the tax receiving twenty-three fewer votes than they did a year ago when the same proposal was made during consideration of the 1932 revenue act.

Possible abandonment of the administration's plan for reciprocal tariff agreements with other nations is foreshadowed by the need for protection of the domestic market from low-wage imports when the country is placed under the industrial-recovery legislation.

If the measure operates as intended, to raise commodity prices, increase wages and shorten hours of labor, it is pointed out, it will increase unit costs of production and enlarge the advantage of our foreign competitors, and unless steps are taken to restrict imports they are likely to be increased at the expense of our domestic safety.

Expenses of administering receiverships will be materially reduced under a sweeping order issued by the United States Supreme Court last month, prohibiting the appointment of ancillary receivers in bankruptcy proceedings except upon the petition or with the consent of the primary receiver, or with leave of the court of original jurisdiction and requiring that all petitions for such appointments shall definitely show their necessity.

The order was issued in response to a petition filed by a group of New York attorneys, who advocated steps to stop a practice of "a certain type of collection agencies and others purporting to act for creditors" in securing unnecessary appointments of ancillary receivers immediately upon the filing of a petition in bankruptcy.

NEW BAYUK DISTRIBUTOR

WILLIAM B. CALLAHAN, proprietor of the Atlantic Tobacco Company, Wildwood, N. J., has displayed unusual enthusiasm, energy and initiative in embarking on his business career as a distributor of Bayuk Cigars in Cape May County. He recently acquired the business of F. W. Layton at the popular shore resort.

On his first full day at headquarters after his convalescence, A. Jos. Newman, vice-president and general sales manager, was greeted by V. G. Sheller, manager of the Indianapolis branch; Abe Brown, Newark, N. J., branch manager; John P. Sweeney, Boston branch manager; and Fred B. Mueller, Indiana territorial manager.

They went over the various matters connected with their respective territories, and planned for even greater effort in promoting Bayuk brands.

PROMOTING THE MEDALIST

G. R. Silverberg, factory representative for the Medalist factory, E. A. Kline & Company, New York City, is in town this week doing promotional work among the retailers through the Philadelphia distributor of the brand, Yahn & McDonnell Cigars, 617 Chestnut Street. The Medalist enjoys a good following in this territory.

ERNEST JAMBOR OPENS

Ernest Jambor has just opened a fine stand at 1208 Walnut Street, where he has embarked in the wholesale and retail field specializing in beverages, and also carrying a full line of imported and domestic cigars distributed by the Wagner firm. At the present time Mr. Jambor is featuring a wonderful display of Don Sebastian, Garcia y Vega, Wagner and Monticello cigars.

WAGNER ADDS TO LINE

John Wagner & Sons, local distributors of fine cigars, announce that they have added to their line of five-cent brands, the Jose Valdes Cia. This is a high quality long filler cigar in the Invincible Triangulares shape, and manufactured by the F. W. Sommerfeld Cigar Company, in a new and separate factory from their Miami factory, which has just been acquired. The brand is meeting with a fine reception wherever it has been placed.

Trade Notes

Walton Saunders, of the Cortez factory, was a visitor in Philadelphia last week.

Garcia y Vega, Don Sebastian and Monticello, distributed by John Wagner & Sons, are enjoying a steady and gratifying demand throughout this territory.

The Royalist factory, Grabosky Brothers, Incorporated, reports a noticeable increase in demand for this high-grade cigar during the past month.

The new Wagner Flares, retailing at ten cents, and recently added to the Wagner line of fine cigars, is meeting with a splendid call.

F. W. Sommerfeld, of the F. W. Sommerfeld Cigar Company, Miami, was a visitor in Philadelphia last week and spent some time with the local distributor of his brands, John Wagner & Sons.

Abe Caro, representing A. Santaella & Company, Tampa manufacturers of the Optimo brand, was a visitor at Yahn & McDonnell last week. The Optimo continues to be a "best seller" here under the able distribution of the Yahn & McDonnell firm.

Yahn & McDonnell report a splendid demand for the eight-ounce and sixteen-ounce tin packings of Briggs smoking tobacco, manufactured by the P. Lorillard Company, as well as for the sixteen-ounce wooden kegs.

The many friends of Ted Grabosky, of Grabosky Brothers, Incorporated, manufacturers of the Royalist cigar, were shocked to learn of his injury as the result of an automobile accident last week. Ted is confined to the hospital, but is not considered seriously injured, and at last reports was recovering nicely.

The Habanello Kings, George Zifferblatt & Company, is experiencing a nice increase in placements and sales since the recent reduction in price to ten cents. The brand was formerly a fifteen-cent seller. Salesmen throughout the country report an enthusiastic reception of this brand since the reduction.

TOBACCO TRADE ORGANIZATIONS

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CHARLES J. EISENLOHR, Philadelphia, Pa. ..... Ex-President
JULIUS LICHTENSTEIN, New York, N. Y. ..... Vice-President
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Headquarters, 341 Madison Ave., New York City

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SUMATRA PRODUCTION MAY BE CUT

Preliminary official figures show that exports of leaf tobacco during the entire calendar year 1932 from the Sumatra East Coast amounted to 32,630,285 pounds as compared with 38,227,764 pounds during the entire calendar year 1931. An October 1932 market report from Amsterdam shows that the United States purchased 20,037 bales or 11 per cent. of the total 1931 crop of 182,472 bales marketed through the Netherlands. In the case of the 1930 crop marketed in 1931 the United States took only 8 per cent. Final results show that the average price for the 1931 crop was 123 Dutch cents per half kilogram as compared with 109 cents for the 1930 crop, 135½ cents for the 1929 crop, 192 for 1928 and 231 for 1927. The tobacco plantations wish to reduce the cost price and also at the same time they plan less production. According to an August 1932 statement of the Medan Chamber of Commerce, the 1932-33 crop may be only 150,000 bales and the 1933-34 crop, only 125,000 bales. (American Consul L. H. Gourley.)

As a reward for faithful and efficient service, Samuel T. Banham, who was for thirty-five years senior partner of the wholesale tobacco firm of S. T. Banham & Brother, Manayunk, bequeathed $2500 to his secretary, Miss Laura Jones. The residue of the estate, estimated for probate purposes at $15,000, is divided between a sister, Miss Bertha Banham, and a brother, Albert L. Banham, of Norristown, Pa.

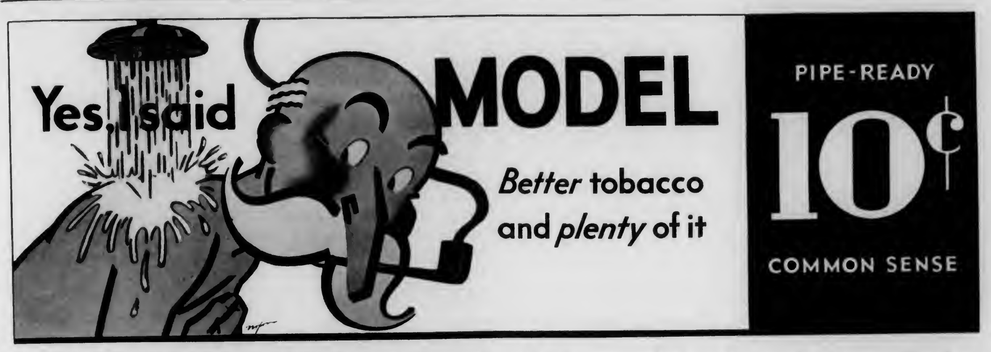
The As You Like It brand, controlled by Yahn & McDonnell, is enjoying an excellent demand in this territory. This brand is being marketed through Yahn & McDonnell's recently introduced "New Deal" plan, which is proving a boon to the retailer in guaranteeing him against cut-throat competition.

John Wagner & Sons, Dock Street, distributors of such imported brands as Romeo and Julieta, H. Upmann, El Blason, Punch, Larranaga, Belinda and Partagas, report a nice increase in business on these imported brands during the past month. The Wagner house specializes in the importation of special sizes and packings to fulfill any specifications.

Ben Lumley, representing the F. W. Sommerfeld Cigar Company on their Dulce and Verdi brands, and the Garcia y Vega factory on their Garcia y Vega brand, and working through John Wagner & Sons, distributors of those brands, has just returned from a trip through northeastern Pennsylvania, and reports a highly successful trip.

Yahn & McDonnell Cigars, 617 Chestnut Street, distributors of fine cigars, tobacco products and smokers' accessories, report a tremendous demand for their new Marcello five-cent cigar, which was recently placed with the retailers in this territory through their "New Deal" plan. The demand has far exceeded their most optimistic predictions.

James Heaney, representing the American Cigar Company, was in town last week doing promotional work on their brands through Yahn & McDonnell Cigars, local distributors. Business on the new Corona brand continues to show a substantial increase from month to month, with a highly promising outlook for future business



TOBACCO TYPES, USES AND MARKETS

(*Continued from Page 6*)

the physical qualities needed. Good burn, meaning complete and even combustion, is generally required of binder tobacco. Poor-burning binders will affect the burn of the wrapper, and in charring will impair the even burn desired in a cigar. Likewise, good burning binders will help the burn of a poor-burning wrapper. Poor or uneven burn of a cigar makes it disagreeable to the smoker as well as unsightly. Binder tobacco, therefore, commands a higher price than filler.

The peak of quality of cigar tobacco is reached in wrapper types. Not only is the question of aroma and burn as important as in the case of filler and binder types, and the requirements as to fineness of texture, freedom from injury and blemish greater than in the case of binders, but there is the added factor of color. In filler and binders color is important only as an index of quality, but in wrappers color is important as such, because the majority of cigar smokers are guided in their selection of cigars by the color of the wrapper.

This brings about an anomalous situation. It seems to be an accepted fact among smokers that a dark wrapper indicates a strong cigar and a light wrapper a mild one. Demand is greatest for mild cigars, or cigars that have the appearance of being mild on account of being light in color. This is a mistaken assumption, for color indicates maturity of the leaf. A mature wrapper, even though dark, as a rule will produce a milder, sweeter, more fragrant smoke than an immature wrapper. The latter may have a more attractive color, but the immaturity by which the lightness of color may have been obtained often has a deleterious effect on the smoke.

The requirements for producing good wrapper tobacco are so manifold as to make the requirements as to soil, climatic conditions, and cultural practices the most exacting to be found in the tobacco-producing industry, and the prices paid are therefore higher than for any other class of American-grown tobacco.

A description of the fermentation or sweating process in cigar tobacco is given in Farmers' Bulletin 1580, Cigar-Tobacco Production in Pennsylvania.

The cigar-tobacco districts of major importance are located in New England, Pennsylvania, Ohio, and Wisconsin. Other districts are located in Georgia, Florida, New York, and Minnesota. In some districts different types and classes of tobacco are found growing side by side. For this reason it is more convenient to discuss the subject on a regional basis rather than by types and classes as has been done with other types.

Tobacco Merchants' Association Registration Bureau, 341 Madison Ave. NEW YORK CITY

Schedule of Rates for Trade-Mark Services Effective April 1, 1916.

Registration,	(see Note A),	$5.00
Search,	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATION

HETZEL'S IGLOO:—46,195. For all tobacco products. March 27, 1933. Hetzel's, San Franciso, Calif.

RE-REGISTRATION

THRIFT:—46,196. For cigars, cigarettes and tobacco. Registered April 21, 1933, by Consolidated Litho. Corp., Brooklyn, N. Y. (Originally registered by American Litho. Co.)

TRANSFERS

THREE CHEERS:—996 (Legal Protective Association). For cigars. Registered December 28, 1882, by Lichtenstein Bros. & Co., New York, N. Y. Transferred by General Cigar Co., Inc., successors to original registrants, to George Schlegel, Inc., New York, N. Y., May 6, 1933.

CERTIFIED HAVANA CIGAR:—24,901 (Tobacco World). For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. Registered September 9, 1912, by Kaufman, Pasbach & Voice, New York, N. Y. Transferred to Grand Rapids Cigar Box Co., and re-transferred to The American Tobacco Co., Inc., New York, N. Y., May 13, 1933.

EL ARDSLEY:—22,959. For cigars, cigarettes and tobacco. Registered July 14, 1900, by Geo. Schlegel, New York, N. Y. Transferred to Jacob Koppel, New York, N. Y., September 9, 1930.

CERTIFIED:—24,889 (U. S. Tobacco Journal). For cigars. Registered November 25, 1901, by Imperial Cigar Factory, Providence, R. I. Transferred to American Box Supply Co., Detroit, Mich., and re-transferred to The American Tobacco Company, New York, N. Y., May 7, 1933.

ENVOYS:—115,756 (U. S. Patent Office). For cigars. Registered March 6, 1917, by W. K. Gresh & Sons, Norristown, Pa. Transferred to Consolidated Litho. Corp., Brooklyn, N. Y., April 18, 1933.

"What a welcome visitor THE TOBACCO WORLD must be to wholesalers and retailers!
"If they are only half as interested in reading it as we ourselves are, we're glad our ad is in it regularly"—
says an advertiser.

Established 1886

"BEST OF THE BEST"

OPTIMO CIGARS — VERY MILD — VERY MILD

Manufactured by **A. SANTAELLA & CO.**

Office, 1181 Broadway, New York City

FACTORIES: Tampa and Key West, Florida

OUR HIGH-GRADE NON-EVAPORATING

CIGAR FLAVORS

Make tobacco mellow and smooth in character and impart a most palatable flavor

FLAVORS FOR SMOKING and CHEWING TOBACCO

Write for List of Flavors for Special Brands
BETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS

FRIES & BRO., 92 Reade Street, New York

Classified Column

The rate for this column is three cents (3c.) a word, with a minimum charge of seventy-five cents (75c.) payable strictly in advance.

POSITION WANTED

CIGAR FACTORY SUPERINTENDENT. MORE THAN 20 Years' Experience With One of the Largest Manufacturers. Hand work or automatic machines. Address Box 560, care of "The Tobacco World."

FOR RENT

OFFICE AND FLOORS FOR CIGAR MANUFACTURING OR STORAGE—No parking restrictions; good location; low rent; freight elevator and loading platform. Will divide. Metals Coating Company of America, 495 North Third Street, Philadelphia.

HAVANA CIGARS

OLD MANUFACTURING FIRM OF HAVANA QUALITY CIGARS will serve orders in any quantity to discounting dealers, at profitable prices. Satisfaction guaranteed. Address for particulars "Fair Dealing", Box 1168, Tampa, Fla.

SALES PROMOTION

WE'LL WRITE YOUR SALES LETTERS FOR YOU—Put on an effective direct mail campaign that will create sales—prepare your advertising copy—furnish jingles, slogans, cartoons and other artwork, etc., etc. We operate a clearing house of complete creative service. **Writers and Artists Bureau,** 236 Chestnut Street, Philadelphia, Pa.

Tobacco production in New England centers mainly in the Connecticut Valley, with a smaller area in the Housatonic Valley to the west. Of the total New England production roughly one-fourth is in Massachusetts and three-fourths in Connecticut. Vermont and sometimes New Hampshire produce insignificant quantities.

The production of New England, or the Connecticut Valley as the district is commonly known, is of three types: Broadleaf, U. S. type 51; Havana Seed, type 52; and shade-grown, type 61. A fourth type, Round Tip, obtained by crossing Broadleaf and Sumatra, was grown on a small scale during the years 1920 to 1924, inclusive.

Broadleaf and Havana Seed are primarily cigar-binder types. The choicest grades of both, however, find a limited use as cigar wrappers, whereas the low grades and injured leaves are used as cigar filler and in the manufacture of scrap chewing.

In harvesting Broadleaf and Havana Seed the entire stalks are cut, allowed to wilt in the field, and then hung in the curing barn. In some years relatively small quantities of Havana Seed are primed instead of being stalk cut, resulting in a higher proportion of wrapper grades. Such tobacco is commonly referred to as primed Havana Seed.

For a number of years a small portion of the Havana Seed crop has been raised for wrapper purposes. It was known to the trade as Primed Havana Seed and was at one time recognized officially as a wrapper type. Strictly speaking, it is not a separate type of tobacco but is the result of special care in the handling of type 52. Ordinarily Havana Seed is stalk cut. By closer planting and special care in cultivation and curing and by priming instead of stalk-cutting a finer quality of tobacco is obtained. Because of the additional cost of production the quantity grown is small and is no longer reported upon separately.

The weather during the latter part of August is important to the growth. Early hailstorms frequently riddle a crop and destroy its binder qualities. Likewise, a frost at this time is injurious to tobacco in the field. The Havana Seed, U. S. type 52, is generally "force sweated." This differs from the natural sweating of Broadleaf, U. S. type 51, in that the packed tobacco is stored in air-tight heated chambers. By this process the binder grades are available for marketing early in the year following their production whereas the Broadleaf, U. S. type 51, is not ready until the fall of the year ensuing its production. Broadleaf, U. S. type 51, is graded into various groups, known in the trade as light wrappers, medium wrappers, dark wrappers, long seconds, short seconds, brokes (or No. 2 seconds), fillers, and tops. The percentage of light wrappers produced is nominal. The medium wrappers and long seconds are used for binder purposes in high-grade cigars and command good prices. The dark wrappers and an inferior subgrade known as No. 2 darks culled from tops, short seconds, and brokes are used for binders, on less expensive cigars. The fillers and tops are used for cigar fillers. Havana Seed, U. S. type 52, is graded similarly to the Broadleaf and in addition is sized to United States standard sizes. The various grades are used for purposes similar to those for the corresponding grades of Broadleaf, U. S. type 51.

The tobacco grown in the Connecticut Valley is used in the manufacture of cigars and is air cured.

From 75 to 80 per cent. of all the shade-grown wrapper tobacco produced in the United States is grown in the Connecticut Valley, the remainder being grown in the Georgia-Florida district.

JUNE 15, 1933

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VOLUME 53 No. 12

THE TOBACCO WORLD

COMMON SENSE

The importance of attractive and dependable containers for fine cigars is recognized by the progressive cigar manufacturer.

Generally the brands that are increasing their goodwill in this present analytical market are packed in the *new improved AUTOKRAFT cigar boxes.*

Cigar Manufacturers who have not investigated the value of the merits and economies of the splendid and inviting package may obtain complete details promptly by addressing the AUTOKRAFT BOX CORPORATION.

Phila., Pa.
Hanover, Pa.
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AUTOKRAFT BOX CORPORATION
LIMA OHIO
A Nation Wide Service

York, Pa.
Chicago, Ill.
Detroit, Mich.
Wheeling, W. Va.

PUBLISHED ON THE 1ST AND 15TH OF EACH MONTH AT 236 CHESTNUT ST., PHILA., PA.

After all nothing satisfies like a good cigar

WOODEN BOXES

Are the Only Natural Humidor for Cigars.

Pack your cigars in wooden boxes and preserve their delicate aroma, mellowness and flavor right up to the time they are passed over the counter to the customer.

Discriminating cigar smokers prefer to select their favorite brand from a wooden box—and it's good business to cater to the dealer and consumer by packing your cigars in wooden boxes.

WHEN BUYING CIGARS
Remember that Regardless of Price
THE BEST CIGARS
ARE PACKED IN
WOODEN BOXES

Volume 53 — Number 12

THE TOBACCO WORLD

Established 1881
TOBACCO WORLD CORPORATION
Publishers
Hobart Bishop Hankins, President and Treasurer
Gerald B. Hankins, Secretary
Published on the 1st and 15th of each month at 236 Chestnut Street, Philadelphia, Pa.
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$2.00 a Year — PHILADELPHIA, JUNE 15, 1933 — Foreign $3.50

Editorial Comment

IN THE advertising pages of the business papers are found frequently personal messages from heads of companies, and as a rule these messages are quite different from the usual run of advertising. The business paper page offers the executive a chance to take dealers into his confidence, an opportunity to project his personality to the retail trade."

We offer the foregoing, from the June 1 issue of *Printers' Ink*, for the consideration of manufacturers. We add only two additional comments. First, a business paper like THE TOBACCO WORLD will help to sell meritorious merchandise, not only to retailers in the tobacco industry, but to wholesalers as well. Second, the publishers of THE TOBACCO WORLD believe that manufacturers in this industry will find advertising in good business papers an exceptionally good investment at this time.

WHAT with the preliminary steps for organizing a Board of Control and setting up a code of practices for the tobacco industry; the conferences in Washington of the cigar leaf dealers and all other interests engaged in the business; the twin conventions of the jobbers and the retailers, to open in New York two days after this issue goes to press; and general activity that presages a return of business; these are days which bid fair to go down in the annals of the tobacco trade as marking the end of the major worries of the men who have the best interests of the industry at heart.

ORGANIZATION is sadly needed. It is a particularly encouraging sign that the distributors and dealers have chosen this time to put on their big meetings in New York. The dates set—next Saturday and Sunday—give an indication of the seriousness and earnestness with which these merchants have planned their meetings. Delegates may attend with a minimum loss of time from their business. And, on the other hand, their very presence at a business convention on the two days of the regulation summer weekend, will be an earnest of their determination to do what they can, through proper organization, to advance the interests of the business which is their livelihood.

THIS is the short short story of two men. Each owns a cigar store One of them will tote up his accounts next Monday morning, June 19th, and will find that he has done a nice business this week, thank you, on cigars, cigarettes, pipes and other items in his showcases and on his counters. The other, having little to count, will stretch and say, "Ain't business lousy?" The moral is that one prepared for Father's Day, and promoted it. The other just called it a day, and let it go at that.

UNDER the headline, "How Tobacco Juice Can Start a Fire," the following appeared in the June 8th issue of the *New York Sun*, credited to the *Weekly Underwriter:* "Everybody knows that smokers often contribute to fire hazards, but now, under certain circumstances, tobacco chewers are in the same category. At a recent safety conference it was shown how the bleaching room of a textile factory is no place to chew in. The insurance engineers sprinkled sawdust on a table to represent the floor of a bleaching room, on which was spilled a small quantity of bleach containing sodium peroxide. Tobacco juice on this combination caused a burst of flame."

We asked Chemist F. Ellis Morris if, under the same circumstances, a fire couldn't be started with tomato juice, orange juice or plain water. He said it was possible. What is this, some new propaganda? If textile manufacturers don't want their employes to spit in bleaching rooms, all they need to do is enforce the regulation against spitting.

THERE'S propaganda of a more favorable kind in the story from *Popular Mechanics* that an ash receiver, lined with fireproof material, has been produced for the pocket or purse. Ashes, burning cigarettes or cigars, and even lighted matches, may be placed in the pouch without danger. The tray also carries matches. The world do move from the days when the only ash receivers were cuspidors of brass or hand-painted china—no room complete without at least one, if you can believe Dickens' *American Sketches*. Think of one of those ornaments in Milady's purse!

Wholesale and Retail Twin Conventions

By JOSEPH KOLODNY

Secretary, National Association of Tobacco Distributors

WHAT seemed unbelievable and unattainable only yesterday, has become a reality today. Much to the discomfiture of all cynics, philosophers, gossipers, soothsayers and prophets of evil, and much to the comfort of those elements in the industry who possess sufficient foresight, knowledge and intelligence to realize that the process of organization is necessarily slow and tedious, and much to the delight and pleasure of those who patiently and courageously planned and labored to promote and establish organizations of tobacco distributors and tobacco retailers, two conventions will be held in New York on Saturday, June 17, 1933. This day will mark a new era in the tobacco industry.

The National Association of Tobacco Distributors —an organization consisting of the best there is in the wholesale distribution of cigars and tobacco in the United States—will hold its first annual convention on that day. About two hundred and fifty distributors from all parts of the country will gather at ten o'clock in the morning and in an orderly way discuss the many problems and seek solutions.

In another room in the same hotel, at the same time, another convention will start activities. Delegates representing a large number of retail units all over the United States, will assemble to form a National Association of Retail Tobacconists—really an achievement in the history of the tobacco industry.

On Saturday evening, June 17th, a convention dinner, arranged by the National Association of Tobacco Distributors will take place at the Hotel New Yorker. It will be the most representative gathering in the industry. All elements in this and allied industries will participate. The delegates to the convention of retailers will attend the dinner as guests of the association of distributors.

Thus will the two most representative groups in the distribution of tobacco and allied products sit side by side, exchange opinions and co-operate in the solution of each other's problems.

Latest Report of Leaf Tobacco Stocks

STOCKS of leaf tobacco in the United States owned by dealers and manufacturers amounted to 2,277,904,000 pounds on April 1, 1933, compared with 2,373,761,000 pounds on April 1, 1932. This is a decrease in the total stocks of 95,857,000 pounds under the stocks of a year ago April 1st. From January 1, 1933, to April 1, 1933, total stocks increased 133,171,000 pounds. The increase during the first quarter of 1932 amounted to 360,981,000 pounds.

Stocks of flue-cured tobacco on hand April 1, 1933, amounted to 680,280,000 pounds, compared with 845,642,000 pounds on April 1, 1932, a decrease of 165,362,000 pounds. During the first quarter of 1933 flue-cured stocks decreased 89,217,000 pounds compared with a decrease of only 47,456,000 pounds during the first quarter of 1932. The detailed report by groups of grades shows about the same proportion of flue-cured tobacco in the various groups as previous reports, except that the A group of Type 11 shows an increase.

Stocks of fire-cured tobacco were reported as 242,389,000 pounds on April 1, 1933, compared with 201,424,000 pounds on April 1, 1932, an increase of 40,965,000 pounds. Virginia fire cured, Type 21, reported as 35,820,000 pounds, shows a decrease of about five million pounds under stocks of a year ago April 1st, but Types 22 and 23 show increases of eighteen and fourteen million respectively. Type 24 also shows considerable increase. Kentucky and Tennessee, Types 22 and 23 combined, show total stocks on April 1st of 198,234,000 pounds. The detailed report by groups of grades shows the greater proportion of the stocks of Type 21 in the X group, whereas the greater proportion of the stocks of Types 22 and 23 are reported in the B group.

Burley tobacco stocks totaled 744,164,000 pounds on April 1st, or about forty-one million pounds higher than a year ago. Burley stocks increased about 124 million pounds during the first quarter of 1933, compared with an increase of 212 million pounds during the same period of 1932. Of the 744 million pounds of Burley reported 408 million pounds are shown in the detailed report as B group, 215 million as C group, 105 million as X group and eleven million as scrap. Maryland tobacco stocks, reported as 29,247,000 pounds on April 1st, were about two million pounds lower than on January 1, 1933, but about ten million pounds higher than they were on April 1, 1932. The detailed report shows nine million pounds of Maryland tobacco in the B group, twelve million in the C group and eight million in the X group.

One-sucker stocks on April 1st amounted to 40,941,000 pounds, about seven million pounds higher than on January 1st, and about four million pounds lower than a year ago. Green River stocks, reported as 44,006,000 pounds, were about five million pounds higher than on April 1, 1932. Virginia sun-cured stocks were reported as 3,606,000 pounds on April 1st. Miscellaneous domestic stocks amounted to 2,095,000 pounds, and foreign grown cigarette tobacco stocks (Type 90) were reported as 91,109,000 pounds on April 1, 1933.

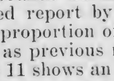
Stocks of American grown cigar filler types, including Porto Rican in the United States, amounted to 178,675,000 pounds on April 1, 1933, compared with 198,504,000 pounds on April 1, 1932, a decrease in total filler stocks of about twenty million pounds. All filler types show decreases under April 1, 1932, stocks. The increase for the first quarter of 1933 amounted to about one and one-half million pounds, whereas filler stocks increased in the first quarter of 1932 by fifty-five million pounds.

The cigar binder type stocks were about two million pounds lower on April 1, 1933, than they were on April 1, 1932. Total binder stocks were reported as 195,122,000 pounds on April 1, 1933. The detailed report by groups of grades shows that of the total stocks reported of these types, 3,337,000 pounds are of wrapper quality, 77,575,000 pounds are binders, 9,411,000 pounds are fillers, and 103,814,000 pounds are stemming grade or X group tobacco.

Musings of a Cigar Store Indian

By Chief "Young-Man-Smoke-Cigars"

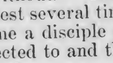
TWO GREAT men died recently, Cyrus H. K. Curtis and William Muldoon, two highly successful men who climbed to the very top of their professions from modest beginnings. They lived to a ripe old age. Mr. Curtis was in his eighty-third year, Mr. Muldoon in his eighty-ninth. The inspiring stories of their lives have been told elsewhere. We mention them here because, while their careers in widely separated fields paralleled each other in many respects, their opinions on tobacco were as widely divergent as the poles. Let Jay E. House tell about his hiring up with Mr. Curtis to conduct his unique "On Second Thought" column in the Philadelphia *Public Ledger* and the New York *Evening Post*. "In Chicago," wrote the columnist, "I called on Mr. Curtis at the Blackstone Hotel and was asked to come up to his suite. 'This room is full of smoke,' he said, when he greeted me. 'Some of the advertising men have just been here. I'll see if I can't raise a window.' I protested the window-raising. 'I smoke all the time,' I told him. 'I'd feel uncomfortable and out of place in a smokeless room.' 'Well, then,' he said, 'we'd better have a cigar,' and out of a trunk he dug a box of the priceless perfectos he habitually smoked and passed it. 'When can you come?' he asked, as he lighted his own cigar." On the other hand, Muldoon was a bitter foe of tobacco, and no man dared smoke in his presence. He had been known to knock a cigar or cigarette from the lips of a friend who temporarily forgot his pet aversion. It was on his insistence that smoking was banned from the Madison Square Garden and all other New York fight clubs during boxing bouts.



YOU WILL get a chuckle out of the following from F. P. A.'s "Conning Tower" in the New York *Herald Tribune:* There were two Nays and 202 Ayes in the New Jersey convention's ballot on repeal. When the two delegates—Samuel Iredell, of Bridgeton, and W. Egbert Thomas, of Milford, voted Nay there was a big laugh. They could easily have got a bigger and louder laugh by adding, "Well, all right; I'll take a cigar." Our Mr. Albert L. Warner, aboard S. S. President Roosevelt, with the American delegation to the W. M. and E. C., speaks of "depreciation below the old gold standard." When this was mentioned on the ship, there was not, our understanding is, a cough in a boatload. And in Unassociated Press Dispatches, Ye Oulde Al Graham reports that Secretary of Interior Ickes forbids sale of beer on all Indian reservations, to all cigar store Indians, and especially to the little Hiawatha (a nasty crack at me and my little friend up at Ninth and Columbia Avenue). And, once more, Mr. Lewis Gannett, of Rochester, N. Y., mentions the George Ade fable about the author who wrote "When Willie Came to Say Goodnight," and for whom a five-cent cigar was named. Mr. Gannett might have discovered also while in Chicago that, although a five-cent cigar was not named for Mr. Ade, one was named for a character in his "Stories of the Streets and of the Town." This was "Artie." And Chicago was full of posters, depicting a young man sitting on the tower of the town's skyscraper, the Masonic Temple. The title was "Artie Has Found a Cigar."

WALLACE IRWIN, in his story, "Dangerous Waters," makes several mentions of a rubbly pipe his hero smokes and of another rubbly pipe of another character. We thought we knew what he meant by the word until we looked it up. Webster says that "rubbly" means relating to, abounding in or resembling rubble. Let's see what rubble is. Oh, that's water-worn or rough-broken stones, broken bricks, etc., used in coarse masonry, or to fill up between the facing courses of walls; rough stone as it comes from the quarry; hence any mass made up of rough, irregular pieces; hence rubbish; trash; also nonsense, foolishness. Minniehaha, bring my foolish pipe, and a filling of Mason's Delight.

CIGARS are getting into the radio papers, too. Leo Fontaine, interviewing George Hall, whose band broadcasts eleven times a week, writes, in *Radio Guide,* that the job was a difficult assignment, for Hall sat back smoking a long, evil-looking cigar, and inwardly froze. There was nothing to say. Then, with a graceful gesture of long artist's fingers, Hall flicked an ash off his cigar. Ah, the cigar! "That," it was suggested, "Must be a strong smoke." "It's a very good smoke," he replied, looking at the formidable contrivance affectionately. "What brand," it was asked in a flundering way, "do you smoke?" "Any brand," returned Hall. "Touring the country, I got over being squeamish about brands. Every section has its own favorite brands. I smoke twenty a day." And when Bob Brown, author of "Let There Be Beer," made his debut on the radio, he was fearful that he had flopped, so he asked Warden Schubert how he did. "Oh, fine," he spoke in what I considered an offhand manner, reported Brown. "But he reached into a pocket, and presented me with a good cigar," and Brown took the cigar and went home with it. And in the same issue of *Radio Guide,* the beloved character of fiction, Judge Priest, signs a story about "My Boss, Irvin S. Cobb," who is shown smoking a cigar. Judge Priest refers to those "long black cigars" his creator is never seen without. "Corn Cob" was asked to leave school by request several times, and it is quite possible that he became a disciple of Lady Nicotine earlier than one is expected to and that such devotion before that shrine might have run counter to the teacher's notion.



MATCHING Tom Daly's crack about the need for something to keep the stuff from stopping up the drains, Morgan Cook, in *The Philadelphia Inquirer,* had this to say the other day, "Two of the most popular of modern developments are cellophane and the zipper fasteners, and we wish now someone would devise a scheme to use the one to open the other." And Odd McIntyre reports that the favorite color of the men's new togs seems to be tobacco brown. Certainly, if the general public could be made as tobacco-conscious as writers, artists and musicians, there would be little to worry about in this business of ours.

Bayuk Leads Way in Promotion Plan to Revive Cigar Smoking

Manufacturer of Popular Phillies Fires Opening Gun in Widely Circulated Newspaper Advertisement for Benefit of Entire Industry

By John Cleary

THE much-discussed promotion plan to revive cigar smoking is at last under way. It got off to a flying start last week in paid advertising space in many of the leading newspapers of the East. The first gun in the campaign was a dominating advertisement, measuring one-half page deep by five columns wide, and headed, "How long has it been since you SMOKED A CIGAR?"

Read the copy in the advertisement, reproduced in reduced size on the opposite page. You will then learn why it is proper to date the start of the cigar promotion progam from its appearance, even though it was not sponsored by the National Association of Cigar Manufacturers and Leaf Tobacco Dealers. On the contrary, it was conceived, prepared, placed and paid for by an individual manufacturer.

When the promotion plan was submitted to cigar manufacturers, Bayuk was among the first to pledge a subscription to the campaign. But, as the days grew into weeks, and the weeks into months, with nothing accomplished in the way of actually launching the program, it is conceivable that Bayuk executives grew restive under the delay. You can think of them saying to themselves, "Here's a good idea going to waste. If the industry won't do something about it, let's do something about it ourselves, for the sake of the industry."

Understand, we don't know that this is what happened. We're just surmising, on the strength of what we know the gentlemen at Bayuk's have been doing for some time for the good of the cigar business generally. Anyway, this advertisement was the result.

If you want to read a fine piece of cigar propaganda, read this copy. It is more than the retailing of office gossip to report that, when an advance proof of the advertisement reached the sanctum of THE TOBACCO WORLD, an editor made the comment, "That's what I call good advertising!" and an advertising man retorted with, "It's not only good advertising; it's the timeliest cigar copy I've seen in fifteen years."

It is not customary for a tobacco business paper to get excited about a piece of newspaper advertising, even when it is an especially good example of printed salesmanship from a company that advertises consistently to the trade, in trade language, in the trade's business papers, and to the consumer, in consumer language, in daily newspapers. But this is far from an ordinary advertisement.

It does not ask the reader to buy Bayuk cigars. It invites him to try a cigar—any good cigar—and adds that Bayuk does not claim to be the only manufacturer of good cigars. It does not ask a man to switch from his pipe or cigarette, but it does very entertainingly picture the unique pleasures of cigar smoking. The advertisement is an investment of Bayuk funds to increase the consumption of cigars generally. Because of its altruistic character, it merits extended comment in a publication devoted to the promotion of all departments of the tobacco business.

But, beyond and above those obvious considerations, this pioneering advertisement is unusually interesting because it must contain part of the answer to the question heard on every side, "How do you account for the present phenomenal success of Bayuk Phillies in the face of a continued decline in total cigar sales?"

Readers of this publication will remember our comments on the Bayuk report for the first quarter of this year. We pointed to that fine record of profit as a lesson to those manufacturers who have been spending their time worrying about what has happened to the cigar business. We wrote of it as an indication of what could be done by an organization with a good cigar, confidence in the smokers to get them to try the cigar, fair treatment to dealers, effective advertising, a sales personnel headed by a real salesman like A. Jos. Newman, vice-president and general sales manager, and an administrative personnel headed by a real executive like H. S. Rothschild, president.

When Bayuk reduced the price of Phillies, these gentlemen did not sit back and wait for sales to pile up automatically. Always consistent users of advertising and other sales promotion ammunition, they extended themselves in their current program. The business that Bayuk has been doing is no secret in the trade. It may be news to some to learn that May, 1933, was one of the biggest months in unit volume and in cash volume in the entire history of the company; that taking the total Bayuk Philadelphia Perfecto business of the first five months of 1933, and dividing that business into five average months, each one of those average months would represent bigger sales than were made during the entire year 1932. Put in another way, the business from January 1 to May 31, 1933, was more than five times as great as the total business for the year 1932.

It would be an admirable act for any cigar manufacturer to have published the broadminded advertisement we have been discussing. It is especially admirable for Bayuk, whose business has been prospering so remarkably. I have it on good authority, although not officially, that in some of the leading sales centres of the country, sales of Bayuk Phillies represent 25 per cent. of the total sales of all cigars. And I have heard the prediction that the six months' report will show earnings in keeping with the old-time record of Bayuk as one of the most profitable cigar companies in the country.

If you were to ask Mr. Rothschild and Mr. Newman to explain these phenomena, they might tell you that it's just a matter of luck. To which the retort is that it's the kind of luck which comes from doing things out of the ordinary, and doing them well.

Such things, for instance, as devoting their trade paper advertising for more than three years to an educational development of general interest in better cigar selling.

Such things as spending considerable sums of money to send free posters to retailers, to encourage more sales of all makes of cigars on Father's Day, the Fourth of July, Labor Day and Christmas.

Such things as the recently-announced program of maintaining an advertising program through twelve months of the year.

Such things, finally, as the publication of last week's advertisement, with its generous promotion of an entire competitive industry, its relegating to the background of Bayuk's own claims, and its deferential bow to cigar dealers as good merchants.

Here's hoping the reaction to this advertisement is sufficiently impressive to prompt Bayuk to follow it up with similarly effective promotion for the everlasting good of the cigar industry.

How long has it been since you SMOKED A CIGAR?

ON behalf of the cigar industry—we invite you to again try a cigar. We don't say—give up your pipe or your cigarettes. But today—or tomorrow—*smoke a good cigar.*

Cigars are not the only way you can enjoy good tobacco. But millions of men believe that cigars give them the greatest pleasure and satisfaction that tobacco affords.

For instance—what pleasure can match those first cool puffs on a cigar after breakfast?—or that satisfying smoke after dinner? And what man—who has ever smoked cigars—doesn't wistfully recall that last quiet smoke of the day that prepared him for "pleasant dreams"?

Whether it has been days—months—or even years since you smoked a cigar—we again invite you to try one.

There are any number of good cigars for you to choose from—and not for generations have they cost so little. Prices on many leading brands have been drastically reduced—some in half.

Bayuk doesn't claim to be the only maker of fine cigars. But Bayuk does claim—and you can prove it for yourself—that you can get a better cigar today for 5 cents than ever in history.

Cigar dealers are good merchants—and they know cigars. Step up to the nearest cigar counter and ask the dealer for the cigar he considers the best "buy" on the market. It's pretty certain to be the cigar that most of his customers like—and one that will please *your* taste.

Bayuk Cigars Inc.

Makers of
Bayuk Philadelphia Perfecto (*Bayuk "Phillies"*)

Reproduction of Bayuk's "Smoke a Cigar" Advertisement, in Reduced Size

TREASURER MAY REVOKE UTAH LICENSES

ACCORDING to an opinion handed down by Attorney General Joseph Chez, of the State of Utah, the State Treasurer may revoke cigarette licenses in the State as a result of any tax evasion on the part of the licensee.

Mr. A. E. Christensen, acting State Treasurer requested the Attorney General to render an opinion, and Mr. Chez informed Mr. Christensen that the law empowers the treasurer to revoke cigarette licenses, and referred to Chapter 5 of the Laws of 1930, which states:

"The State Treasurer shall, on reasonable notice and after hearing, revoke the license of any person violating any provision of this act, and no license can be issued to such person within a period of two years thereafter."

Mr. Chez further stated that "It is my opinion that under this power given you, if you, as acting State Treasurer, after giving notice to a holder of a license who has violated the law with respect to the cigarette tax, and after a hearing concerning the facts, believe that a license revocation is justified, it is your duty to revoke the license.

"This law also applies to wholesalers, jobbers and distributors selling directly to consumers.

"Your office has been entrusted by the legislature with the enforcement of the law, and our branch of the State government stands ready to aid you in every way within our legal powers."

GOOD BUSINESS FOR SWISHER

Carl S. Swisher, vice-president and general manager of John H. Swisher & Son, Incorporated, Jacksonville, Fla., in an address to the Advertising Club of that city last week, reported that the company is enjoying one of the best business periods in the history of its operations.

Turning out 750,000 cigars a day now, the plant soon will increase that output to a million, Mr. Swisher told his hearers. Some idea of how good business is with the firm is gained by the information, that, although the plant is producing twice as many cigars as three years ago, it is some three weeks behind in filling orders.

He outlined plans for the installation of new equipment and improvements to increase production, and also called attention to the inauguration of the stagger plan of employment whereby employment was increased 20 per cent. and production boosted. A wage increase of 10 per cent. also was recently effected.

Last week's payroll included 1075 persons, the Ad clubmen were told.

RESULTS BEFORE THE RACE?

How a cigarette advertiser was able to announce in the noon editions of Canadian newspapers the results of the English Derby which was run at 3 P. M. the same day, is told in a letter to *Printers' Ink* from W. B. Tingle, director of the Imperial Tobacco Company, Montreal.

A tie-in had been planned for Turret cigarette advertising on the day of the race. Copy was prepared and distributed to newspapers throughout Canada which, when cabled results were received, inserted the names of the first three winners. The race was run at Epsom Downs at 3 P. M. English time. The completed advertisement appeared in all the noon editions, which, of course, were published on Canadian time.

ANOTHER PEST FOR THE FARMER

DOWN around Columbia, Tenn., severe damage to tobacco plants has been reported by the growers, and the damage has been traced to a worm, which has been identified as the "sod webworm."

The specimen worms produced are of a dirty yellowish color about one inch long and as big around as the lead in an ordinary pencil. The worms had cut the plants under ground or made a hole ranging up the stem from under ground.

Control of the worm is said to be practically impossible at the present time. When the worm appears in a cornfield and has done much damage to corn, the best method to pursue is to plant a new row of corn between each of the rows planted earlier and attacked by the worms. The worm will then continue feeding on the old row. This method would probably be the only practical one of controlling the worm in tobacco, it is believed.

The worms are found principally in land which has been in grass for several years and which has been turned in for this crop. The cold wet spring has produced a condition very conducive to the growth and development of the worm.

HE KNEW HIS GROCERIES

A thief with an expensive taste in smokers' equipment made his way last Tuesday morning into the retail tobacco shop of Alfred Dunhill of London, Incorporated, 514 Fifth Avenue, where he looted thirty showcases and carried off jewelry, cigar lighters, clocks and pipes valued at nearly $25,000. Nearly all the cigarette and vanity cases he selected were gold, and he took pipes only from the Grade A rack, where prices range from $50 to $65.

Working at a leisurely pace, he scanned each showcase and took gold cigarette cases, gold-filled links, gold lighters, gold table lighters, and a few lighters especially equipped with jeweled watches.

SCHULCO REPORTS LOSS

Schulco reports for the quarter ended March 31st income of $150,732 from rents. Expenses and interest on first mortgages was $73,853; depreciation on buildings $36,540, and other expenses $2698, leaving profit of $37,641. Other income amounted to $2290, making total income of $39,931. After deduction of interest on the 6½ per cent. mortgage sinking fund bonds of $73,938, net loss was $34,006, as compared with net income of $71,069 in the corresponding quarter of 1932.

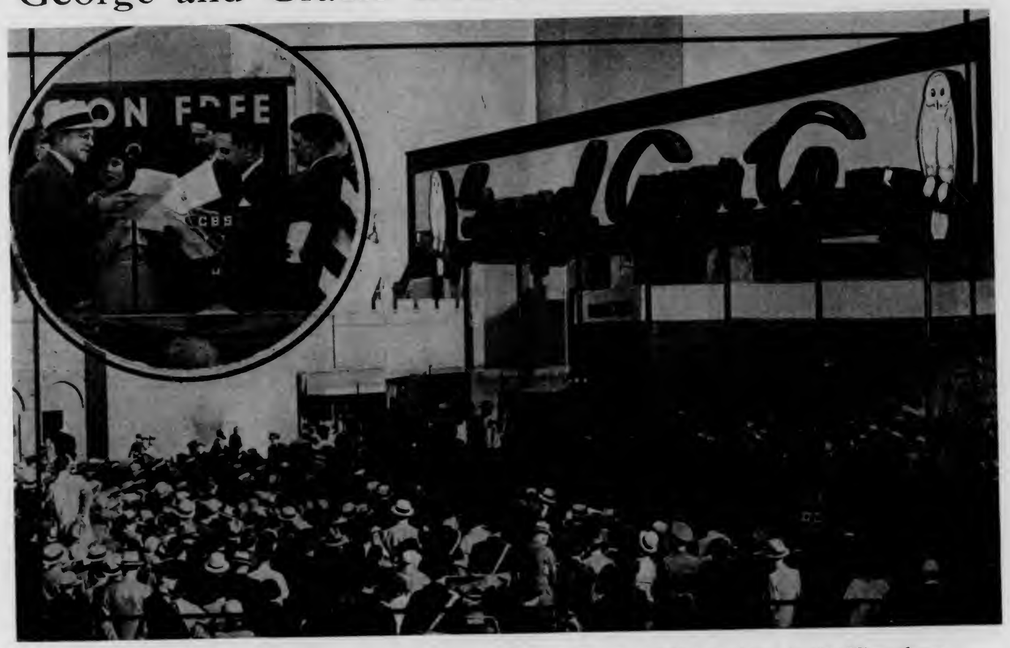
FRIENDS TO THE END

An interesting incident occurred in England last month, when in accordance with the wishes of the late Dr. J. T. Hill, who passed away last month, the Doctor was lowered into his grave with his pipe in one hand, a box of matches in the other, and his tobacco pouch on his chest. Thus is exemplified a man's love for his friends.

EXTRA FOR UNIVERSAL LEAF

Directors of the Universal Leaf Tobacco Company this week declared an extra dividend of $1.00 and the regular quarterly dividend of fifty cents, both payable on the common stock of the company August 1st, to stockholders of record July 19th.

George and Gracie Dedicate White Owl Exhibit



Crowds at Dedication Ceremonies—Insert Shows George Burns and Gracie Allen at the Microphone

CROWDS were on hand to see and hear Guy Lombardo and his Royal Canadians, as well as George Burns and Gracie Allen, dedicate the General Cigar Company's "White Owl" exhibit at Chicago's Century of Progress International Exposition and formally open the building for public inspection. Rufus C. Dawes, president of the Exposition, was the guest of honor and principal speaker in the serious part of the dedicatory ceremony. In the christening, Gracie Allen instead of breaking the champagne bottle on a corner of the building, threw it through a plate glass door, nearly shattering also the Columbia microphones which were picking up this program for a coast-to-coast broadcast. The General Cigar exhibit, housed in its own building, is located near the Twenty-third Street entrance to the Fair. In it, the machines which produce White Owl cigars untouched by hands are seen in operation.

Twenty-one girls are making White Owls at the Chicago exhibit, and eleven of them are from Middlesex County, New Jersey. Chosen for their exceptional ability in rolling a neat cigar, these girls will work at the Chicago Fair until September. They came from the company's plants in New York, New Jersey and Pennsylvania.

Wednesday, May 31st, marked another important milestone in the history of the White Owl cigar, for on that day the "General" radio program was switched from Robt. Burns to White Owl, and will continue as such for a period of thirteen weeks. The hour is the same, namely, 9.30 to 10.00 P. M., Eastern Daylight-Saving Time.

On acount of the marked difference in time, there is a re-broadcast of the first and succeeding White Owl programs for their Pacific Coast hookup, which will be heard there at 8.30 P. M. their time.

This White Owl radio series embraces the largest hookup of stations since the General Cigar Company first started to use this medium. There is a total of forty-three stations, reaching from Coast to Coast. It has been conservatively estimated by competent authority that the White Owl audience will be in the neighborhood of 30,000,000. The latest analysis shows that over one-third of all the radio sets in the country tune in on this program every Wednesday.

The talent will be the same, namely, Guy Lombardo and his Royal Canadians, which has twice been voted by the radio editors of America as the Ace Orchestra of the Air; also Burns & Allen, whose remarkable rise to fame and fortune bespeaks their tremendous popularity with the listening public.

The first White Owl broadcast attracted unusual attention throughout the country for several reasons: (a) The exploitation of White Owl via radio was new to the radio public. (b) It emanated direct from the broadcasting studio located on the grounds of the Century of Progress Exposition. (c) It was the first Guy Lombardo-Burns & Allen broadcast ever to admit an audience. The largest studio is used, with a seating capacity of over 800 people. (d) White Owl's debut on the air was heralded by a carefully planned, national news and photo publicity campaign.

The news interest which the first White Owl program created was materially augmented and magnified by the dedication exercises planned for the opening of the White Owl Exhibit at the Chicago 1933 World's Fair, which took place on the same day that the first White Owl program was broadcast from the World's Fair studio.

IT'S FUN TO BE FOOLED
TODAY'S MAGIC FEATURE: Coffee... Hot and Delicious... Out of Thin Air!
Copyright, 1933, R. J. Reynolds Tobacco Company
LAST NIGHT I SAW A MAGICIAN SERVE 100 CUPS OF COFFEE TO THE AUDIENCE OUT OF A HUGE COFFEE POT THAT HE PRODUCED FROM NOWHERE.
Here's what she saw
HERE'S THE 99TH CUP AND STILL SOME LEFT. ANYONE ELSE?
I HAD A CUP OF THE COFFEE MYSELF, SO I KNOW IT WASN'T A TRICK.
YOU HAVE BEEN FOOLED AGAIN, ELLIE——
—THE COFFEE POT WAS TELESCOPED INTO THE TOP OF THE TABLE. THE COFFEE WAS IN A TANK UNDER THE STAGE. AN ASSISTANT PUMPED IT UP THROUGH A RUBBER TUBE IN THE LEG OF THE MAGICIAN'S STAND.
POT IS RAISED TO TOP OF TABLE WHEN MAGICIAN LIFTS CLOTH.
TUBE TO ROOM BELOW.
SO THAT'S THE TRICK! HAVE A CIGARETTE?
I'M SORRY, BUT I DON'T ENJOY THAT BRAND. THEY TASTE SO FLAT.
DO THEY REALLY TASTE FLAT? I THOUGHT THEY WERE SUPPOSED TO BE MILD.
MILD? TRY A CAMEL AND YOU'LL GET MILDNESS AND BETTER TASTE TOO.
OH, JACK—THIS IS WONDERFUL! WHAT IS IT THOSE ADS SAY: "IT'S MORE FUN TO KNOW"?
YES, IT'S THE TOBACCO THAT COUNTS, ELLIE.
ELLIE DIDN'T KNOW THAT SHE HAD ILLUSIONS ABOUT CIGARETTES UNTIL JACK PERSUADED HER TO TRY ONE OF HIS CAMELS. NOW SHE'S A CAMEL FAN, TOO.
—IT'S MORE FUN TO KNOW
Camels are made from finer, MORE EXPENSIVE tobaccos than any other popular brand . . . You'll appreciate the mildness...the flavor...the added pleasure of costlier tobaccos.
CAMEL
CHOICE QUALITY
A MATCHLESS BLEND
BE A MAGICIAN
FREE—send no money—FREE. 36-PAGE ILLUSTRATED MAGIC BOOK CONTAINING 23 MYSTIFYING CIGARETTE, CARD, AND COIN TRICKS. WITHOUT SKILL OR PREVIOUS EXPERIENCE YOU CAN BE THE LIFE OF ANY PARTY AND FOOL THOSE "WISE GUYS" WHO KNOW IT ALL. MAIL ORDER-BLANK AT RIGHT WITH FRONTS FROM 5 PACKS OF CAMELS—NOTE ORDER BLANK.
Magician's Cigarette Stories
R. J. REYNOLDS TOBACCO COMPANY, Department 66-B WINSTON-SALEM, N. C.—I enclose fronts from 5 Camel packs. Send postpaid FREE MAGIC BOOK.
Name
Street
City State
NO TRICKS IN CAMELS—JUST COSTLIER TOBACCOS

NEWS FROM CONGRESS AND FEDERAL DEPARTMENTS

FROM OUR WASHINGTON BUREAU 622 ALBEE BUILDING

ADOPTION of codes of fair competition by the tobacco and other industries of the country is provided for in the industrial recovery bill approved by Congress just prior to adjournment. Declaring it to be the policy of Congress "to remove obstructions to the free flow of interstate and foreign commerce which tend to diminish the amount thereof; and to provide for the general welfare by promoting the organization of industry for the purpose of cooperative action among trade groups, to induce and maintain united action of labor and management under adequate governmental sanction and supervision, to eliminate unfair competitive practices, to promote the fullest possible utilization of the present productive capacity of industries in order to avoid undue restriction of production, to increase the consumption of industrial and agricultural products by increasing purchasing power, to reduce and relieve unemployment, to improve standards of labor, and otherwise to rehabilitate industry and to conserve natural resources," the bill provides that "upon the application to the President by one or more trade or industrial associations or groups, the President may approve a code or codes of fair competition for the trade or industry or subdivision thereof."

Where no codes are adopted voluntarily by an industry, the President is authorized, upon his own motion or upon complaint to him that abuses inimical to the public interest are prevalent, to hold public hearings and prescribe and approve a code.

Codes will be approved only if the applicants are "truly representative" of the trade involved and the codes "are not designed to promote monopolies or to eliminate or oppress small enterprises and will not operate to discriminate against them."

It is further provided that codes shall not permit monopolies or monopolistic practices, and where they affect the services and welfare of persons engaged in other steps of the economic process, such persons shall not be deprived of the right to be heard prior to approval of such codes by the President.

After codes are approved, they are to be the standards of fair competition for the trade involved, and any violation of such standards in any transaction in or affecting interstate or foreign commerce shall be deemed an unlawful method of competition within the meaning of the Federal Trade Commission Act.

Protection from imports of commodities which will adversely affect any industry which has adopted a code is provided for in the bill, the President being authorized, after investigation by the United States Tariff Commission shows complaints to be well founded, to limit the quantity of such imports and to require that imports be made only under Government licenses.

Licenses for domestic industries are not to be required generally, but whenever the President finds that destructive wage or price cutting or other activities contrary to the policy of the measure are being practiced he may require business enterprises in the trade affected to take out licenses. This provision, however, is to apply for only one year and may be repealed sooner by Presidential proclamation or Congressional joint resolution.

The financing of the $3,300,000,000 bond issue for public works, which is a part of the industrial recovery bill, will be through a tax program sponsored by Senator Pat Harrison of Mississippi, chairman of the finance committee, instead of through the increased normal income tax rates provided by the House of Representatives.

The bill as passed provides for an increase in the Federal gasoline tax to 1½ cents per gallon; continuation for an additional year (to July 1, 1935) of the special taxes in the revenue law of 1932; a tax of five per cent. upon dividends, to be collected at the source; and a tax of $1.00 upon each $1000.00 of the "adjusted declared value" of the capital stock of all active corporations.

This value is to be the value "as declared by the corporation in its first return," for the purpose of initially levying the tax, but in subsequent years is to be the original declared value, plus the cash and fair market value of property paid in for stock or shares, paid-in surplus and contributions to capital, and earnings and profits, from which shall be deducted the value of any property distributed in liquidation to the shareholders, distributions of earnings and profits, and deficits, whether operating or non-operating.

To prevent under-valuation of capital, it is provided that there shall be imposed an excess-profits tax of five per cent. upon all income of corporations in excess of 12½ per cent. of the adjusted declared value.

These taxes may be repealed by the President when the total receipts of the Government during a fiscal year exceed total expenditures, or upon repeal of the Eighteenth Amendment.

Additional income is also to be derived by the Government from amendments to the administrative provisions of the revenue law, designed to plug up leaks disclosed by recent Senatorial investigations.

RECIPROCAL-TARIFF agreement with other governments will be submitted by President Roosevelt for approval of the Senate, as negotiated, in the customary manner, and no attempt will be made to secure legislation giving him full authority to consummate such treaties without review.

The President's original plan for tariff legislation was abandoned in order that the special session of Con-

(*Continued on Page 17*)

SPICY leaves of TURKISH tobacco are strung to dry and cure in the sun.

Well, that's something about cigarettes I never knew before

I'd never thought much about what's inside a Chesterfield cigarette. But I have just been reading something that made me think about it.

Just think of this, some of the tobacco in Chesterfield—the Turkish—comes from 4000 miles away! And before it is shipped every single leaf is packed by hand.

Of course I don't know much about making cigarettes, but I do know this—that Chesterfields are milder and have a very pleasing aroma and taste. They satisfy—and that's what counts!

The cigarette that's MILDER
The cigarette that TASTES BETTER

© 1933, LIGGETT & MYERS TOBACCO CO.

Welcome, Hilo and Envoy

IT's a refreshing interlude on a hot business day to visit an up-and-coming plant like that of the new and already active Pennstate Cigar Corporation, which has just started shipments of its Hilo and Envoy brands. You feel a welcome there, and somehow you soon become infected with the enthusiasm of the entrepreneurs of this latest company to enter the cigar manufacturing business, at a time when many long established in the industry have begun to despair of its future.

The address of the plant is Allegheny Avenue and Boudinot Street, Philadelphia Even if you are not a native son, this may mean no more to you than that it is located somewhere on Allegheny Avenue, in the great northeast section of the city. So let's inform those to whom Boudinot Street is *terra incognita,* that it is situated four blocks west of the Allegheny Avenue Station of the Frankford El, and that the number of the plant is 426 East Allegheny Avenue, which means, to motorists, that it is four blocks east of Front Street.

Chances are that, after you have stated your business, you will meet Walter L. Katzenstein, the treasurer and sales manager of the business. And the best way we can introduce you to him is to ask you to turn to page 17 of this issue and read the company's advertisement. That is Walter Katzenstein talking to you. From that copy you will get an idea of the business principles behind the business, in his own words, so we are relieved of the necessity of going further into that. All of which is another way of saying that the advertisement is our idea of exceptionally good two-for-five cigar copy for a tobacco business paper.

Mr. Katzenstein will take you for a tour of the plant. Incidentally, you will meet Harry I. Tabakin, president, but only for a few minutes, because he will probably be too busy supervising operations to do anything more than observe the social amenities by acknowledging the introduction and turning you back to Mr. Katzenstein. We must not leave him, however, without letting you know that, while he is still only a young fellow, determined to get along, he has spent twenty-one out of his thirty-eight years in the cigar business, the last three years as vice-president and production manager of M. Marsh & Son, manufacturers of Marsh Wheeling Stogies, in Wheeling, West Virginia. And this is as good a place as any to state that Walter Katzenstein has also spent a long apprenticeship in the cigar business, the last several years as secretary, treasurer and sales manager of M. Marsh & Son.

There are 12,500 square feet of floor space in the Pennstate daylight factory. Production is of the progressive, straight-line type, with no back-tracking. Tobacco comes in at the rear and immediately goes to the sweatroom, which, for a company specializing exclusively in cigars retailing at two-for-five cents, has the substantial capacity of 250 cases. And is it hot? Did you ever stick your head in a sweatroom?

Then, in sequence, to the dry rack, the stripping room, the cigar machines, the inspection department and the high-speed, 80-a-minute, fastest-in-the-world, cellophaning and banding unit. It is worthy of note that this last-named is the second of its kind manufactured by the International Cigar Machinery Company. The first unit is now on display at the Century of Progress in Chicago.

Pennstate has a production capacity of 40,000 a day, and already has healthy distribution arrangements through the East and Middle West. Mr. Katzenstein is especially proud of the fact that the company had enough orders to take care of several weeks' production before they had a cigar to show.

Tobacco Notables Working for Recovery

WORK of organizing the National Tobacco Council and establishing a code of practices under the National Industrial Recovery Act, is engaging the industry's best minds. Note the names of the men serving actively on the committees and meeting frequently to co-ordinate all elements in the tobacco field in their efforts to hasten recovery:

Cigar Manufacturers: Harvey L. Hirst, Bayuk Cigars, Inc., Philadelphia; William Best, General Cigar Co., Inc., New York; E. A. Kline, E. A. Kline & Co., New York; Manuel Perez, Marcelino Perez & Co., Tampa; Mortimer Regensburg, E. Regensburg & Sons, New York.

Distributors: Joseph Kolodny, Jersey City Tobacco Co., Jersey City; E. Asbury Davis, F. A. Davis & Sons, Baltimore; E. C. Dearstyne, Dearstyne Bros. Tobacco Co., Albany.

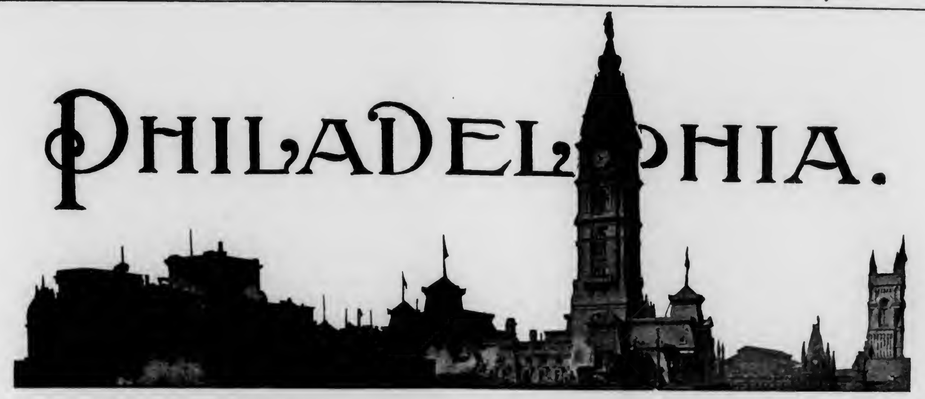
Retailers: William A. Hollingsworth, New York; William D. Lilly, Baltimore; H. F. Gundlach, Albany; Vincent T. Connor, United Cigar Stores Co., New York; Simon Rodnon, Silver Rod Stores, Inc.; Otto Jonas, New York.

Down at Washington, the list of those attending the series of leaf tobacco conferences reads like a roster of leading men of the industry: Howard Cullman, of Cullman Brothers, New York; Albert H. Gregg, American Cigar Co.; Harley Jefferson, American Cigar Co.; Wm. E. Waterman, Waitt & Bond; Felix Greenhut, General Cigar Co.

T. E. Brooks, York County Cigar Manufacturers' Association, Red Lion, Pa.; W. L. Crounse, Washington, D. C.; Emerson Ela, Northern Wisconsin Co-operative Tobacco Pool, Madison, Wis.

Charles D. Lewis, Hartford County Farm Bureau, Hartford, Conn.; F. H. Whipple, Olds & Whipple, Inc., Hartford, Conn.; John B. Stewart, Hartman Tobacco Co., Hartford, Conn.; George F. Gershel, Gershel-Kaffenbergh Tobacco Co., Hartford, Conn.; W. P. Haas, L. B. Haas & Co., Inc., Hartford, Conn.; Fred B. Griffin, New England Tobacco Growers' Association, Hartford, Conn.; J. W. Alsop, J. W. Alsop, Inc., Hartford, Conn.; Olcott F. King, So. Windsor, Conn.; Andrew Steele, New England Tobacco Growers' Association, Warehouse Pt., Conn.

Milton H. Ranck, Lancaster, Pa.; Abraham Mann, Millersville, Pa.; S. S. Bard, E. Petersburgh, Pa.; Fred L. May, Quincy, Fla.; J. T. Budd, Jr., Quincy, Fla.; George W. Munroe, Quincy, Fla.; James J. Love, Quincy, Fla.; Dawson Chambers, Lexington, Ky., Frank C. Taylor, Lexington, Ky.; Thomas E. Johnson, Springfield, Tenn.; C. A. Mitchell, Henderson, Ky.; C. E. Brehm, Knoxville, Tenn.; H. B. Price, Lexington, Ky.



NEW LA AZORA SOON READY

The G. H. P. Cigar Company, manufacturer of the famous El Producto brand, is preparing to launch a new five-cent brand, or probably we should say revive an old one, the La Azora. The new La Azora will soon be ready for shipment, and package and product have been approved only after long and careful study of the existing demand among consumers for a bigger and better five-cent cigar. The five-cent La Azora will be a long filler, Club Perfecto shape, with a Connecticut shade-grown wrapper, and should prove to be a winner.

MIDDLETON'S NEW STAND

John Middleton, manufacturer of the Walnut smoking mixture, and who conducts a high grade stand at 1211 Walnut Street, has taken over the operation of the stand in the Concourse of the Pennsylvania Building, Sixteenth Street and the Parkway, formerly operated by Harry A. Tint. Mr. Tint is concentrating his operations at 1420 Chestnut Street, where he recently opened his new stand, having moved from the Arcade at that address, where he was formerly located a few doors off the street.

EDGEWORTH FOR FATHER'S DAY

Larus & Bro. Company, Richmond, Va., manufacturers of the well-known Edgeworth smoking tobacco, are capitalizing on the Father's Day appeal by offering a special deal consisting of four packages of Edgeworth tobacco, value 60 cents; a genuine No. 617 Pipe, value $1.00, and Rumidor Zipper pouch, value $1.00, making a total value of $2.60, at the special price of $1.39. The combination deal is packed in an attractive Father's Day gift box, and is being featured by Yahn & McDonnell stores with good results.

THEODORE GRABOSKY BETTER

Theodore Grabosky, well-known member of the sales force of Grabosky Bros., Inc., and who has been confined to a Philadelphia hospital for several weeks due to serious head injuries suffered in a recent automobile accident, is reported to be greatly improved, and his many friends will rejoice to know that he is definitely on the road to recovery.

Trade Notes

Harry Kenyon, Wilmington, Del., is going ahead very nicely on Bayuk Phillies and is pressing the factory for deliveries on his standing requirements.

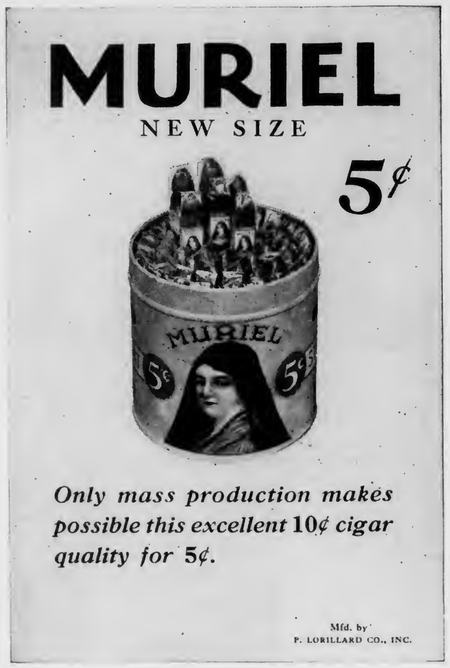
Grabosky Bros., Inc., are maintaining a steady pace in their production department of the Royalist cigar, and report an increase in volume of orders recently, with a much brighter outlook for the future.

I. B. White, manager of the cigar department of John Wagner & Sons, Dock Street, distributors of high grade cigars and smoking tobaccos, has just returned from a trip along the southern New Jersey coast, and reports business in that section very good; in fact, considerably ahead of last year.

Briggs Smoking Tobacco, that high grade mixture of the P. Lorillard Company, which was introduced about a year ago, and which met with such a phenomenal demand immediately, is maintaining that demand in a highly gratifying manner. Yahn & McDonnell are the distributors for this territory.

Benjamin C. J. Lumley, representing the Garcia y Vega clear Havana factory in Tampa, returned to Philadelphia this week after a trip to Baltimore and Washington, where he found everybody optimistic over the recent pick-up in business, and brought home a good volume of orders for Garcia y Vega cigars.

Yahn & McDonnell Cigars, 617 Chestnut Street, largest distributors of cigars and smokers articles in this territory, are experiencing a decidedly increased demand for their new Marcella and Mint Perfecto brands, both retailing at five cents each, and being marketed under their recently inaugurated "New Deal" plan. Their As You Like It brand, retailing at ten cents, is also coming in for its share of the increase under the "New Deal." The recent increase in sales of these, and other brands, has necessitated the employment of additional help by this firm, which is one of the most encouraging bits of news we have heard for a long time.



TOBACCO TRADE ORGANIZATIONS

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JESSE A. BLOCH, Wheeling, W. Va. ..... President
CHARLES J. EISENLOHR, Philadelphia, Pa. ..... Ex-President
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WILLIAM BEST, New York, N. Y. ..... Chairman Executive Committee
MAJ. GEORGE W. HILL, New York, N. Y. ..... Vice-President
GEORGE H. HUMMELL, New York, N. Y. ..... Vice-President
H. H. SHELTON, Washington, D. C. ..... Vice-President
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Headquarters, 341 Madison Ave., New York City

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MILTON RANCK, Lancaster, Pa. ..... First Vice-President
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E. W. HARRIS, Indianapolis, Ind. ..... Vice-President
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GEO. B. SCRAMBLING, Cleveland, Ohio ..... Treasurer
MAX JACOBOWITZ, 84 Montgomery St., Jersey City, N. J. ..... Secretary

H. L. JUDELL DIES

H. L. JUDELL, president of H. L. Judell & Company of San Francisco, and one of the most widely known men in the cigar industry, died June 5th, according to word received by his son, Emile Judell, of New York City, vice-president of Webster Eisenlohr, Inc., cigar manufacturers.

Mr. Judell was eighty-nine years old and was a pioneer Californian, sailing around Cape Horn in 1859 to settle there. He was a veteran of the Civil War, a Past Commander of the G. A. R., and was active in many philanthropic and fraternal organizations and the Boy Scouts of America. He had been engaged in the cigar business in San Francisco for more than seventy years.

He is survived by another son, Adolph Judell, of San Francisco, and two daughters, Mrs. C. M. Wollenberg of San Francisco, and Dr. Malvine Decastello of Vienna.

NEW CIGAR PLANT IN KINGSTON

The Colonial City Cigar Manufacturing Company, Inc., has begun operation in Kingston, N. Y., employing about twenty persons.

The officers of the company are Jose Suarez, president and treasurer, formerly superintendent of the J. B. Black & Company plant in that city for the past seventeen years.

Arthur Morrill, first vice-president, in charge of distribution, formerly associated with the sales department of the Black Company, and also associated with the B. & M. cigar factory in Albany, and at one time general manager for Fitzpatrick & Draper.

Manuel Suarez, second vice-president, formerly associated with the Charles the Great factory in Tampa, and Silveria Suarez, secretary, also formerly connected with the Black Company.

The principal brand to be manufactured by the Colonial Company at the present time is the King Stone, in seven sizes, and to retail at popular prices.

SMOKES A CIGAR FOR TWO HOURS

The winner of the "slow smoking" event at the annual championship meeting of the South German Smokers' League, held at Frankfort, recently kept a 2¾-inch cigar going for two hours and a quarter. He was a member of the Hanau Smokers' Club, which has a considerable reputation in Germany. There were 89 competitors in this particular event. At the end of 100 minutes twenty-five cigars were still alight, but the number dropped to five at the end of the second hour. Holders were not allowed, and short and hot ends were held with the fingers. All the competitors' cigars, of course, were of the same length and thickness.

John Wagner & Sons report a further definite increase in the sale of their imported cigar brands during the past three weeks, amounting in some cases to 25 per cent. Their domestic brands, Wagner and Monticello, are also enjoying an excellent demand, as well as their Monticello brand of high grade smoking tobacco; in fact, their report on present business is that it is "very good." Monticello smoking tobacco can now be purchased in many high grade stands in the Middle West, purely on its merit.

News from Congress

(Continued from page 12)

gress might not run too long into the period of the World Economic Conference which opened in London, June 12. Submission of such legislation, it was feared, would precipitate a lengthy debate in Congress, in the course of which statements might be made which would be misinterpreted in Europe.

The Administration's plans for reciprocal-tariff agreements, however, have not in the least been altered, and they will be negotiated as soon as the London conference lays down new principles for international trade for the consideration of which it was called. Inasmuch as the economic meeting is expected to continue for a number of months, it is not considered likely that any treaties will be concluded before Congress reconvenes next January for its regular session.

AMERICAN industry during the next few weeks will pass through a test period which should determine the extent to which recent gains may be indicative of a more than temporary change in trend. General business and trade continue favorable, according to industrial reports reaching the Department of Commerce, but a few lines of activity give evidence of slackening in the rate of advance.

While part of the recent rise no doubt has been due to fundamental factors which have caused improvement, it was declared by officials of the department, there can be no doubt that speculative purchasing has played an important part. Basic factors in sustained business activity include consumer demand and purchasing power, and unless demand comes up to expectations and supports increased output, industry and trade will again be up against a scarcity of business.

Increased employment and higher wages will contribute toward the desired end, it was pointed out, although the tendency in the past has been for these factors to lag behind production and price advances, and there is no evidence as yet to indicate that such is not the case at the present time. While over 600,000 unemployed went back to work in April and many more in May, and wage increases are becoming increasingly frequent, it was stated, a huge number are still without work and considerable progress is yet to be made before there can be a substantial increase in buying power.

PRESIDENT Roosevelt's emergency legislative program will offer few constitutional difficulties, according to Attorney General Homer S. Cummings, and the measures enacted during the special session of Congress impose no more radical a test upon fundamental law than those adopted during the World War.

"Undoubtedly the present situation presents many novel issues," the Attorney General declared in discussing the question, "but we shall meet them as they arise; and in dealing with given cases, I am confident that the courts, in the words of Mr. Justice Holmes, will consider them 'in the light of our whole experience, and not merely by what was said a hundred years ago.' It is this very flexibility which has permitted the Constitution to withstand strain and endure.

"Manufacturers of Good Cigars"

We have been told that we're unique. Practically every other cigar manufacturer makes 'fine' cigars. Our letterhead bears only the modest phrase quoted above. We make only 'good' cigars.

To betray a trade secret, it's impossible to make clear Havanas to retail at 2 for 5c. It's even pretty hard to make those Havana 'blends'. But it is altogether feasible to make a mighty good 2-for-5, particularly if the necessary operations and resources can be geared in proportion.

Which is where we fit in. For we have no antiquated inventory to work up. We have no burdensome overhead to absorb. We do not consider the 'twofer' an unwelcome step-child. The manufacture of 2-for-5's is our entire reason for existence. And by concentrating in that single field, and pointing our not inconsiderable energies and intelligence in that one direction, we feel that we can make them a little better than most other people. Not 'fine'—but certainly, 'good'.

Our two brands, HILO and ENVOY, are long-filler, Connecticut wrapper, individually cellophaned and are really handsomely packaged in 50's only. Production is just getting under way and we'll be glad to send samples and discuss territorial restrictions.

PENNSTATE CIGAR CORPORATION

Allegheny Avenue and Boudinot Street

PHILADELPHIA, PA.

For what is *interesting* and *entertaining* in the tobacco world—

be a regular

reader of

The TOBACCO WORLD

Send Two Dollars, with the coupon below to The Tobacco World, 236 Chestnut St., Phila., Pa., and get your copy twice a month for a year.

Name .....

Street No. .....

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Established 1886

"BEST OF THE BEST"

OPTIMO CIGARS — VERY MILD — VERY MILD

Manufactured by **A. SANTAELLA & CO.**

Office, 1181 Broadway, New York City

FACTORIES: Tampa and Key West, Florida

OUR HIGH-GRADE NON-EVAPORATING

CIGAR FLAVORS

Make tobacco mellow and smooth in character and impart a most palatable flavor

FLAVORS FOR SMOKING and CHEWING TOBACCO

Write for List of Flavors for Special Brands

BETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS

FRIES & BRO., 92 Reade Street, New York

Classified Column

The rate for this column is three cents (3c.) a word, with a minimum charge of seventy-five cents (75c) payable strictly in advance.

POSITION WANTED

CIGAR FACTORY SUPERINTENDENT. MORE THAN 20 Years' Experience With One of the Largest Manufacturers. Hand work or automatic machines. Address Box 560, care of "The Tobacco World."

FOR RENT

OFFICE AND FLOORS FOR CIGAR MANUFACTURING OR STORAGE—No parking restrictions; good location; low rent; freight elevator and loading platform. Will divide. Metals Coating Company of America, 495 North Third Street, Philadelphia.

HAVANA CIGARS

BEER WITHOUT CIGARS, IS LIKE KISSING WITHOUT LOVE—Adopt as your slogan, "Kiss your beer, but love your cigars." Specially those Havana blended, "Good to the last Puff," manufactured by A. Ramirez & Co., Post Office Box 1168, Tampa, Fla. Write them for particulars today.

SALES PROMOTION

WE'LL WRITE YOUR SALES LETTERS FOR YOU—Put on an effective direct mail campaign that will create sales—prepare your advertising copy—furnish jingles, slogans, cartoons and other artwork, etc., etc. We operate a clearing house of complete creative service. **Writers and Artists Bureau,** 236 Chestnut Street, Philadelphia, Pa.

Tobacco Merchants' Association Registration Bureau, 341 Madison Ave. NEW YORK CITY

Schedule of Rates for Trade-Mark Services Effective April 1, 1916.

Registration,	(see Note A),	$5.00
Search,	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS

RICHCRAFT:—46,202. For all tobacco products. May 24, 1933. Consolidated Litho. Corp., Brooklyn, N. Y.

THE HENRY MAZER CIGAR:—46,200. For cigars. May 24, 1933. Henry Mazer, Detroit, Mich.

RE-REGISTRATION

OLE MAN RIVER:—46,205. For all tobacco products. Registered May 3, 1933, by American Colortype Co., Allwood, Clifton, N. J. (Originally registered by The Moehle Litho. Co., Inc., Brooklyn, N. Y., February 9, 1931.)

TRANSFERS

FLOR DE CONGRESS:—30,656 (Tobacco World). For cigars. Registered January 22, 1915, by Max Trebow, Chicago, Ill. Transferred to The Meads Tobacco Co., Red Lion, Pa., May 22, 1933.

NEW PLEASURE:—40,770 (U. S. Patent Office). For cigars. Registered May 31, 1932, by Trebow Cigar Corp., Philadelphia, Pa. Transferred to The Meads Tobacco Co., Red Lion, Pa., May 22, 1933.

THRIFT:—46,196 (Tobacco Merchants' Association). For cigars, cigarettes and tobacco. Re-registered April 21, 1933, by Consolidated Litho. Corp., Brooklyn, N. Y. Transferred to Joseph Schwartz, Cleveland, Ohio, May 27, 1933.

SELECCION DEL PERITO:—41,854. For all tobacco products. Registered June 5, 1920, by The Moehle Litho. Co., Brooklyn, N. Y. Transferred to Adolph M. Seckbach, Chicago, Ill., and re-transferred to Nathan Ginsberg, Chicago, Ill., April 25, 1933.

"What a welcome visitor THE TOBACCO WORLD must be to wholesalers and retailers!

"If they are only half as interested in reading it as we ourselves are, we're glad our ad is in it regularly"—

says an advertiser.

JULY 1, 1933

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VOLUME 53

THE TOBACCO WORLD

COMMON SENSE

The importance of attractive and dependable containers for fine cigars is recognized by the progressive cigar manufacturer.

Generally the brands that are increasing their goodwill in this present analytical market are packed in the *new improved AUTOKRAFT cigar boxes.*

Cigar Manufacturers who have not investigated the value of the merits and economies of the splendid and inviting package may obtain complete details promptly by addressing the AUTOKRAFT BOX CORPORATION.

Phila., Pa.
Hanover, Pa.
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AUTOKRAFT BOX CORPORATION
LIMA OHIO
A Nation Wide Service

York, Pa.
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PUBLISHED ON THE 1ST AND 15TH OF EACH MONTH AT 236 CHESTNUT ST., PHILA., PA.

After all nothing satisfies like a good cigar

WOODEN BOXES

Are the Only Natural Humidor for Cigars.

Pack your cigars in wooden boxes and preserve their delicate aroma, mellowness and flavor right up to the time they are passed over the counter to the customer.

Discriminating cigar smokers prefer to select their favorite brand from a wooden box—and it's good business to cater to the dealer and consumer by packing your cigars in wooden boxes.

WHEN BUYING CIGARS
Remember that Regardless of Price
THE BEST CIGARS
ARE PACKED IN
WOODEN BOXES

THE TOBACCO WORLD

Vol. 53 JULY 1, 1933 No. 13

THINGS are stirring in the tobacco industry. Codes of ethics in accordance with the Industrial Recovery Act have been formulated by both the wholesale and retail arms of the business and at the time of going to press the manufacturers are engaged in the task of drawing up their own code, with which those of the selling branches will be co-ordinated. Large, enthusiastic conventions have been held by the distributors and retailers. The manufacturers are meeting frequently for the improvement of the industry's status. And cigar production in May showed the first increase since September, 1929, a period of three years and eight months. Let's talk about that first.

DOMESTIC cigar production made a gain of .77 per cent. That is the important fact. To be sure, the gains were all in Classes A and E, and the losses in the other classes were sufficient to reduce the combined gain from 11 per cent. to less than 1 per cent. It is equally true that the Class E advance should be attributed to the Cuban strikes a year ago, which reduced the importation of cigars to virtually nothing, as well as to the removal of the Corona factory to this country. Even so, that accounts for only 145,000 of the nearly 3,000,000 net increase. There is no need to blink at any facts in connection with the figures, but they should be broadly interpreted as the first sign of encouragement in a long, long time, and, as such, they should be taken as an inspiration and a challenge to put the industry back to its former high place among the world's businesses.

CIGARETTES recorded the amazing gain of 47.64 per cent., increasing more than four billion units. This, too, may be accounted for by substantial buying in anticipation of a price increase, but that is a healthy reason for a healthy improvement. Snuff also went up to the tune of 13½ per cent., and manufactured tobacco showed a gain of more than 14½ per cent. All in all, the tobacco industry enters upon the summer season with better prospects than it has faced for years.

In this connection, it is gratifying to learn from sources said to be "in the know" that every possible provision has been made in the Roosevelt industrial program to obviate a summer lull, which might undo all the work which has been accomplished towards the resumption of normal business. Here's hoping.

SPONSORS of the twin conventions of distributors and retailers are to be unqualifiedly congratulated on the thorough success of these two undertakings. That they were able, in the face of what seemed to be insuperable difficulties, to create codes of practice for these two highly important divisions of the industry, merits for those who participated in the huge meetings the commendation of all who have at heart the best interests of the tobacco business. But there is infinitely greater praise coming to them for having succeeded in taking such broad strides towards permanent organization, which has long been the fundamental need of the wholesale and retail merchants depending for their livelihood on the sale of tobacco products.

Yes, that same character of sound organization is also the crying need of the manufacturers, as has been evidenced by their delay in getting together for a formulation of their own code and a mapping of a program for the promotion of the tobacco business generally in line with the Rooseveltian efforts to effect a quick recovery.

Not that there have not been a sufficient number of organizations in the trade, but there has been not enough co-ordination, not a strong enough realization of the paramount value of presenting a solid, cohesive front, of working together in a common cause to the end that the business as a whole may grow bigger and bigger, with the inevitable result that each company which safeguards the quality of its product, uses intelligence in sizing and shaping, packs its merchandise attractively, performs effective sales work and advertises in reasonable proportion to its volume, will corral its share of that increased business.

GENTLEMEN, you are dealing in a necessity of life, which comes second only to food. That has been demonstrated during the last several years. There is no telling how far you can go in an expansion of your business if your efforts are backed by a strong manufacturers' organization, a strong wholesalers' organization, and a strong retailers' organization. Of course, each of these groups will selfishly look after its own interests. That's human. But, just the same, they will also compromise on occasion for the general good. From such unity and co-ordination it is possible for the tobacco industry to arrive closer to the business Utopia than any other industry we know.

The TOBACCO WORLD (established 1881) is published by Tobacco World Corporation; Hobart B. Hankins, President and Treasurer; Gerald B. Hankins, Secretary. Office, 236 Chestnut Street, Philadelphia, Pa. Issued on the 1st and 15th of each month. Subscriptions, available only to those engaged in the tobacco industry, $2.00 a year, 20 cents a copy; foreign, $3.50 a year. Entered as second-class mail matter, December 22, 1909, at the Post Office, Philadelphia, Pa., under the Act of March 3, 1879.

Distributors Adopt Code of Ethics at Enthusiastic Annual Convention

INITIATIVE, enterprise and a determination to put their branch of the tobacco industry on a plane of fair competition and fair profits, characterized the first annual convention of the National Association of Tobacco Distributors. It was held at the Hotel New Yorker, New York City, on June 18th and 19th.

The keynote of the convention was struck by C. A. Just, whose address is printed elsewhere in this issue. The convention adopted the following code of ethics:

In furtherance of the preamble to the constitution and by-laws of the National Association of Tobacco Distributors, we, the members of the Association, in recognition of our responsibilities and obligations and to maintain honorable and fair business dealings, do hereby pledge ourselves and agree to abide by the Code of Ethics which are hereby adopted.

1. To compete honestly, seeking patronage on merit and service.

2. To refrain from false, derogatory, written or oral, reference about competitors or their products and from the circulation of harmful rumors regarding such competitors' products or financial reputation.

3. No member shall sell goods below cost with the intention and with the effect of injuring a competitor and such practice is deemed an unfair trade practice, nor shall any distributor extend confidential discounts or make special allowances to customers.

4. Credit courtesies should be freely exchanged among distributors.

5. It is an unfair trade practice and unethical to solicit or sell merchandise in a territory where such merchandise is distributed by a member under a territorial arrangement with the manufacturer of such product, and if the demand for such product is required in the business of the member, he agrees to purchase the same from the local dealer having territorial sales privilege.

6. Merchandise should not be sold to any dealer with the knowledge that it will be diverted into the territory of another or neighboring distributor and no member shall knowingly violate such territorial arrangement.

7. The distributor shall not make a profit of less than 5 per cent. and 2 per cent. on cigarettes, 10 per cent. and 2 per cent. on manufactured tobaccos and snuffs, 10 per cent. and 2 per cent. on Class A cigars, and 12 per cent. and 2 per cent. on all cigars above Class A.

8. The distributor shall grant to his retail customers a cash discount of 2 per cent. on all C. O. D. orders, whether the retailer carries his own bundle, or the merchandise is serviced by delivery. All other orders on which credit of any duration is given must be billed net, without any discount being allowed.

The foregoing Code of Ethics is adopted as a general guide, yet the enumeration of particular duties should not be construed as a denial of the existence of others equally imperative, though not specifically mentioned. The object of the Code of Ethics and the aim of the Association being to strive in all lawful ways to improve business standards so that it may be conducted with reasonable profit; the re-employment and continued employment of adequate workers and the payment of fair wages and compensation to employees so that a reasonable standard of living may be obtained, realizing that the failure in this behalf vitally affects the public as a whole.

The Executive and Code Committees are empowered to make whatever alterations in or additions to the Code they deem necessary. They and the president are empowered to set up grievance committees in the various zones, sections or states when and as they become necessary.

Directors and officers were elected as follows:

Board of Directors: Lloyd Black, Goldsmit-Black, Incorporated, Pittsburgh, Pa.; Paul Brogan, Yahn & McDonnell, Philadelphia, Pa.; E. Asbury Davis, F. A. Davis & Sons, Baltimore, Md.; E. C. Dearstyne, Dearstyne Brothers, Albany, N. Y.; J. S. de Ben, Crescent Cigar & Tobacco Company, New Orleans, La.; J. Renz Edwards, F. S. Edwards Tobacco Company, Kansas City, Kan.; Louis Ehrlich, Rothenberg & Schloss Cigar Company, Kansas City, Mo.; Vernon Fox, Nathan Fox Company, Chicago, Ill.; George Frings, Frings Brothers, Philadelphia, Pa.; Arthur Haas, Donovan-Haas Company, Buffalo, N. Y.; E. W. Harris, Hamilton-Harris Company, Indianapolis, Ind.; C. A. Just, Peter Hauptmann Tobacco Company, St. Louis, Mo.; Jos. Kolodny, Jersey City Tobacco Company, Jersey City, N. J.; John Loughran, D. Loughran Company, Incorporated, Washington, D. C.; J. P. Manning, Jos. P. Manning Company, Boston, Mass.; Alex Schwartz, Keilson Cigar Company, Cincinnati, Ohio; G. B. Scrambling, G. B. Scrambling Company, Cleveland, Ohio; Samuel Wasserman, B. Wasserman Company, New York City.

President, C. A. Just, Peter Hauptmann Tobacco Company, St. Louis, Mo.; first vice-president, E. Asbury Davis, F. A. Davis & Sons, Baltimore, Md.; second vice-president, Vernon Fox, Nathan Fox Company, Chicago, Ill.; third vice-president, Alex Schwartz, Keilson Cigar Company, Cincinnati, Ohio; fourth vice-president, Jonathan Vipond, Scranton Tobacco Company, Scranton, Pa.; fifth vice-president, Arnold Glaser, Glaser Brothers, San Francisco, Cal.; treasurer, George B. Scrambling, George B. Scrambling Company, Cleveland, Ohio; secretary, Joseph Kolodny, Jersey City Tobacco Company, Jersey City, N. J.

Executive Committee: C. A. Just, Peter Hauptmann Tobacco Company, St. Louis, Mo.; E. Asbury Davis, F. A. Davis & Sons, Baltimore, Md.; Vernon Fox, Nathan Fox Company, Chicago, Ill.; G. B. Scrambling, G. B. Scrambling Company, Cleveland, Ohio; Joseph Kolodny, Jersey City Tobacco Company, Jersey City, N. J.

Committee on Resolutions: William S. Schwartz, Keilson Cigar Company, Cincinnati, Ohio; Jonathan Vipond, Scranton Tobacco Company, Scranton, Pa.; Joseph Snyder, Snyder Cigar Company, Incorporated, Buffalo, N. Y.

Retailers Organize and Formulate Code at Well-Attended Two-Day Meeting

SIMULTANEOUSLY with the first annual convention of the wholesalers, the Retail Tobacco Dealers of America, Inc., organized and held their first meeting at the Hotel New Yorker, New York City, on June 17th and 18th.

President William A. Hollingsworth, in his opening address said, in part:

"This convention is dedicated to the many retailers who for the past several years have suffered all kinds of depressions, both individual and general.

"Our purpose in gathering here is not to fix prices, but to seek means to maintain them. It is our job to adopt a code of ethics which will be looked upon as the law of the tobacco industry, to pass upon a code which will fit in with those of the distributors and manufacturers, and serve as a nucleus for a united front.

"Its enforcement will be in the hands of the local trade associations. While we have no assurance that the code will be accepted in Washington, we must develop it carefully and intelligently, and with the utmost fairness to everyone."

Following is the Code of Ethics adopted by the retailers:

1. To accomplish the purposes outlined in the National Industrial Recovery Act.

2. Every person in the industry is elegible to participate in the provisions outlined by the Code.

3. Labor shall have the right to organize and bargain collectively and be free from interference or coercion in its representation and activity No man shall be forced to join any union as a condition of employment.

4. Employees must comply with the maximum hours of labor, minimum pay and other working conditions agreed on by the Code Committee.

5. Standard brands of articles distinguished by manufacturer's label or trade-mark and distributed by the manufacturer with a stated list or retail price must not be sold by any retailer below the list price so fixed and published by the manufacturer, which list price shall not yield less gross profit to the retailer than is designated for each particular brand.

6. It shall be unfair competition for any retailer to sell any tobacco product not falling in the above class at a price yielding less than 20 per cent. on the gross price of cigarettes, 25 per cent. on the gross price of cigars, little cigars, smoking tobacco and snuff, and 40 per cent. on the gross prices of pipes, tobacco pouches, lighters and other sundries.

7. Dropped lines or surplus stocks designated as "Close Outs" or inventories which must be converted to immediate cash may be sold at such prices as are necessary to move the merchandise into buyers' hands, provided that all such stocks be first reported to the Executive Committee in the division in which the retailer desiring such "Close Out" shall be located, and disposed of subject to the approval of the Committee. No damaged or old merchandise, known as "Distressed Merchandise" may be sold below cost or list price unless same be stamped or identified as not being standard merchandise.

8. It shall be unfair competition for any retailer to sell any tobacco product in combination (this combination to include only one tobacco item) for more than a 7½ per cent. reduction on the total retail selling price. In no case shall the profit on a combination sale be less than 25 per cent. of the total selling price.

9. It is unfair competition to give, directly or indirectly, any rebate in the form of trading coupons or other consideration unless these are included by the manufacturer or distributor in the cost of the article sold. Any cash discount allowed on purchases of any sale of tobacco products shall be excluded in computing the cash discount to be allowed, or the amount of the cash discount shall be included in the official price of the merchandise sold, in addition to the minimum prices provided.

10. The giving of not more than one pad of matches to a customer for each unit sale, or five pads to a box of twenty-five cigars, or ten pads to a box of fifty cigars, shall not be deemed unfair competition.

11. In the event of the sale of multiples of not less than 10 units offered for sale, a discount of not more than 5 per cent. may be allowed. This discount includes five-cent cigars and up.

12. It is unfair competition for a manufacturer or distributor to sell his product to other than a legitimate tobacco retailer. In such states where a retailer must be licensed, this rule shall apply to licensed tobacco dealers only. It shall not apply to manufacturers who sell direct to the consumer, but only to retailers and wholesalers as above indicated.

It was decided that the provisions of the labor clause would not be completed without detailed study by the Executive Code Committee. All future changes in the code will also be referred to this committee.

The association elected the following officers and directors:

President: William A. Hollingsworth, New York; executive vice-president, Clifford M. Dawson, Buffalo; vice-presidents, Max Bernfeld, Philadelphia; James Head, New York; Sam Katz, Brooklyn; Charles J. Moye, Pittsburgh; secretary, Ben Gorlitzer, New York; treasurer, James C. Thompson, Chicago.

Board of Directors: William A. Hollingsworth, New York; I. H. Lefkowitz, New York; Samuel Becker, New York; Ben Gorlitzer, New York; Otto Jonas, New York; Monroe W. Rothschild, New York; Benjamin B. Deutsch, New Jersey; Joseph Sanderson, Boston; Harry Tint, Philadelphia; William D. Lilly, Baltimore; R. J. Charles, Newport News; Clifford M. Dawson, Buffalo; Louis Klein, Cleveland; John Maute, Chicago; Bernard Garfinkel, Chicago; James C. Thompson, Chicago; F. W. Klinge, St. Louis; Harry Johnson, St. Paul; Harry Hess, Kansas City; Joseph Marshall, Atlanta; William A. Hickey, Davenport; James Ross, Denver; Bert Ridout, Seattle; J. Schmidt, San Francisco; Henry Club, Los Angeles.

Executive Committee: Clifford M. Dawson, Buffalo; William D. Lilly, Baltimore; Joseph Sanderson, Boston; Samuel Becker, New York.

First Annual Report to Country's Wholesalers

By C. A. JUST

President, National Association of Tobacco Distributors

IT is my deepest pleasure to make the first annual presidential report of the National Association of Tobacco Distributors. On the 25th of June, 1932, representatives of the leading tobacco distributors met in Cleveland to complete their plans for organization on a national scale.

The sponsors of this movement were gratified to note the hearty response and ready co-operation which had attended their efforts from the very beginning and which alone made possible the quick consummation of their plans, but there is nothing so gratifying as the present realization that their efforts are to be rewarded by ever-increasing support, as the attendance of this first annual meeting indicates.

The formation of this new organization was not caused by any acute necessity on the part of the tobacco distributors, but rather by their desire to create the means for intelligent and effective remedy of the many chronic ills with which that branch of the tobacco industry is afflicted.

The tobacco distributors are confronted with a peculiar situation, the counterpart of which is not to be found in the annals of trade. They are engaged in a line of business which has been astoundingly free from the ravages of the present economic depression. There is neither a shortage of tobacco nor an appreciable decrease in the consumption of tobacco products. On the other hand, they find that the sale of tobacco products has been virtually relegated to the sidelines by the retail dealer, because the small margin of profit to be derived from handling this commodity is nowhere near adequate to warrant either his investment or his attention.

The predicament of the tobacco distributor is consequently a most unhappy one. He finds himself buying from the manufacturer who, in most instances, does not seem to care whether or not the particular distributor remains in business, and selling to the retail merchant, who must buy because of pressing demand, but who does so indifferently because of the short margin of profit involved.

It is not the intention of the tobacco distributors to force themselves into a position which they do not merit. By forming an organization of national scope, the tobacco distributors hope to enable each individual member to be of more service to both the manufacturer and the retail merchant. It is hoped that the formation of this Association will impress upon the manufacturer that he has at his disposal a gigantic sales agency willing to devote itself to his interests in particular. Thus only can the tobacco distributor free himself from the popular conception that he is an unnecessary appendage to a modern system of large scale merchandising. The accomplishment of this aim will directly affect the retail merchant by making him a more valuable outlet for tobacco products than the chain stores which are interested only in those commodities for which the manufacturer himself has created and enormous demand.

Aside from the promotion of better understanding between the manufacturer and the distributor, the Association must also strive to bring about a keener perception of the various problems which arise within the ranks of the distributors themselves. While the retail merchants have been the chief sufferers of widespread price-cutting, the distributor has not been free from its effect. With the margin of profit for the retail merchant reduced to a minimum, the distributor finds himself the victim of poor collections and impaired credits; nor is the solution of this problem aided in any way by the desperate attempt of some distributors to make ridiculous sacrifices by cutting prices themselves. The consequent result, of this situation upon the tobacco distributor, is that he finds himself performing a very necessary function for the sole privilege of trading dollars between his right hand and his left.

As might properly be expected the Association up to the present time has largely confined its efforts to promoting measures designed to aid the other man in cleaning his. The surest way to get your neighbor to clean up his yard is to throw the tin cans out of your own first, and make him self-conscious about the condition of his own. The first thing you know the whole community looks better, is more pleasant to live in, and no one feels imposed upon by his neighbor. I like to believe that we can work the same bit of psychology in the tobacco industry, which for quite some time has not been a very pleasant industry in which to do business.

To the end, then, of helping its members first, the Association has undertaken several experiments in co-operative buying, and in restricted selling of certain items of a sundry nature. Our efforts in this direction have been limited, to be sure, but of sufficient size to indicate enormous possibilities, as the strength and scope of the organization increases. The Association has also established a sort of bureau of trade for the purpose of aiding a member in moving sluggish merchandise from his own shelves to those of a fellow member whose location may provide a more ready outlet for that particular item.

Concerning the Association's activities in a broader field, I can mention its meeting with representatives of the cigar manufacturers. The mere fact that such a meeting was effected is noteworthy; but, when you realize that the initiative was taken by the Association, the meeting assumes the important aspect of recognition in its first year by the tobacco industry.

Speculation has been rife in some quarters regarding the policy of this potentially powerful Association. It can only be said in this respect that the sponsors of the movement are well aware of the enlightened principle that from intelligent co-operation there comes mutual understanding, but that militant authority breeds only discord. The lasting success of any organization cannot be found in the oppressive application of a crushing power, but only in the exertion of a beneficial influence tempered with friendliness and sincerity. On these principles has been founded an organization which will ultimately be the final arbitrator in the destiny of the tobacco distributor.

Musings of a Cigar Store Indian

By Chief "Young-Man-Smoke-Cigars"

IN the office of an advertising agency the other day, I saw the head of the business smoking a cigar of the brand which he publicizes. Nothing remarkable about that, sez you. Well, I'm only telling you because I know another advertising agent who positively prohibited smoking in his offices, even in his reception room, although he handled and had handled for years the account of a cigar manufacturer whose appropriation ran into a healthy sum every year. It is related of one magazine salesman who solicited the advertising of the cigar exploited by this agency, that, thinking to make a hit with the space-buyer, he bought a handful of the cigars, shoved some of them into his upper coat pocket, where they might be seen, lighted one, leaving the band on, and walked into the agency. Before he could take the cigar out of his mouth to state his business to the information gal, the head of the agency came through the reception room, smelled the smoke, saw red and knocked the cigar out of the salesman's mouth. I know a salesman connected with the industry who does not smoke or chew. He reminds me of an automobile salesman I once knew. He couldn't drive a car. But, no kiddin, one of the grocery chains which has helped to make life miserable for the corner cigar store merchants by price-slashing on cigarettes, has signs all over its buildings, stating that smoking is prohibited. How different all this is from the policy of the advertising agency handling one of the big cigarette accounts. Each executive has a glass container of the cigarettes on his desk. A visitor can't escape without one. And, while there is no rule requiring employees to smoke that brand, everybody in the organization seems to smoke them, presumably out of a decent sense of loyalty to the company's client.

IF I knew the writer's name I'd give him the credit for some sensible thoughts on the pipe smoking of M. Edouard Herriot, as quoted by the Canadian *Cigar & Tobacco Journal*. It seems that the former Premier of France has six hundred pipes and therefore is called a great smoker. When he gets into his motor car and settles down for a drive, he says to his chauffeur, "Henri, I would like to smoke a pipe," and Henri produces from a pocket one of the six hundred. Now this is the point. The choice of a pipe, one infers, is made by Henri, the chauffeur. It is Henri's duty to see that M. Herriot does not set out upon a journey without a pipe. No doubt, Henri brings along the tobacco also, and we fear he fills the pipe, perhaps holds the match while the statesman lights up. Edouard does the smoking, but Henri plainly is the master mind of the proceedings. The true smoker does not go about his business in this way. In the first place, he smokes a pipe. If he had six hundred of them he would be so utterly bewildered that probably he would give up the practice. Six hundred avenues of approach to worship of his Lady Nicotine! It is not thus the devotee goes about his wooing. The real pipe smoker uses one pipe. He will have two or three others put away carefully for the emergency. They may be the lovely things which women buy to give men who smoke pipes, but the smoker saves them and remains faithful to his old and blackened brier—"seasoned" brier is the word the fiction writers use. His pipe may lose its looks, may become strong and mildly odorous, but he will swear then it is just nicely broken in and good for years yet. Usually it is. Furthermore, the true smoker does not depend upon anyone else, chauffeur or wife or secretary, in the vital matter of his pipe. He doesn't say, "Henri, see that my pipe is in the car," or "Henri, have I tobacco?" He himself with his own hand puts the pipe in his own pocket, and will not forget it any more than he will forget his trousers. In another pocket goes his tobacco, in a third his matches, and he is equipped for the vicissitudes of the day.

AN inveterate smoker must be F. P. A., who seems to relish a tobacco flavor in his Conning Tower in the New York *Herald Tribune*. Here are some recent paragraphs: Often it has been evident to us that the tobacco concerns lack boldness and enterprise. There is a "No Smoking" sign in the conference room. On Monday the presiding officer told the conferees that the prohibition was off. Everybody pulled out a cigar or cigarette, and things went more smoothly and pleasantly. Pictures? Advertising copy? No. The tobacco people could learn expeditiousness from the oil vaunters. Hardly has a plane or a car crossed the tape until the papers have a few columns telling what oil the fellow was bright enough to use. . . . Cigarette prices are on the upgrade and probably cigar prices, too. Which brings to mind the late Kin Hubbard's "The price of a nickel cigar may come back, but the cigar ain't never been away." . . . You don't suppose that the inventor of celophane got the idea from the caterpillar's tent, do you? . . . And thus philosophizes Morgan Cook, in the Philadelphia *Inquirer:* An illuminating commentary on the present economic situation is disclosed in the robbery of a New Jersey chain store the other evening. Thieves broke into the place, but, finding no money, helped themselves to other wares. And did they select food for griping, hungry, belt-strapped bellies? They did not. They passed by everything else and made off with thirty-five cartons of cigarettes!

DID you hear that one about the man who objected to his daughter lighting a cigarette. He wasn't old-fashioned; he just felt that she wasn't old enough to play with matches. And this business of our's will surely come into its own again when this country is filled with men with as high regard for tobacco as Sir Edward Manville, of England, a real connoisseur, who bequeathed in his will his valuable collection of cigars to two old friends, who also appreciated that a good cigar is a smoke.

Reducing 1933 Crop of Cigar Leaf Types

Details of Plan for Curtailing Production and Making Payments to Growers

DETAILS of a plan for reducing the 1933 crop of cigar leaf types of tobacco and making payments for such reductions, were announced last Sunday by Henry A. Wallace, Secretary of Agriculture, and Administrators George N. Peek and Charles J. Brand, of the Agricultural Adjustment Administration.

The tobacco reduction plan, which will be put into effect immediately, was worked out by the tobacco section of the production division after a series of conferences with growers, dealers and manufacturers.

Production curtailments will be sought in the New England, Ohio-Indiana, Wisconsin, Pennsylvania-New York and Georgia-Florida districts, to which the growing of cigar-leaf tobacco is confined.

Growers in all cigar filler and binder producing areas will be offered payments to reduce their 1933 acreage to 50 per cent. of their base acreage.

In determining the base acreage, each farmer is given the choice of three options. He may take as a base 80 per cent. of the average acreage planted to tobacco on his farm in 1931 and 1932; or, he may take as a base the acreage planted to tobacco on his farm in 1932, provided the acreage planted in 1932 did not exceed that planted in 1931; or if the acreage planted on his farm in 1932 was greater than that of 1931, then he may take as a base the average acreage planted in 1931 and 1932.

For agreeing to take or keep out of tobacco production 50 per cent. of his base acreage, each cigar filler and binder tobacco grower will receive first a cash payment for each acre of his reduction, plus a second payment of 40 per cent. of his average returns per acre on all tobacco harvested by him in 1933.

Because of the variations in yield and quality of tobacco produced in one area as compared with another, efforts have been made to make the plan equitable as between growers in all areas.

On this basis Wisconsin farmers who agree to the plan will receive as a first payment $20 for each acre of the 50 per cent. reduction from their base acreage. The first payment to tobacco growers in Ohio and Indiana districts will be $15 an acre. The first payment to farmers in the Pennsylvania-New York districts will be $24 an acre. The first payment to tobacco growers in New England will be $47 for each acre of the 50 per cent. reduction from their base acreage. This first payment will be made to all growers as soon as possible and not later than September 1, 1933. The rate of payment for the different areas represents about 20 per cent. of the fair exchange value of the production per acre.

The second payment, that of 40 per cent. of the grower's average returns per acre of tobacco harvested in 1933, will be paid within sixty days after the presentation of satisfactory proof as to returns per acre and fulfillment of the terms of the agreement. In no event will this second payment be less than 60 per cent. of the first payment.

Georgia and Florida tobacco growers will be offered payments for reducing the amount of their crop harvested in 1933. Compensation will be paid to those farmers who co-operate by leaving unharvested an average of four stalk leaves on each tobacco plant grown. In addition, the farmer must agree to market not more than an average of 960 pounds of the 1933 crop per acre harvested.

In return for agreeing to leave unharvested an average of four stalk leaves on each tobacco plant grown and to market not more than an average of 960 pounds of the 1933 crop, per acre harvested, the grower will be paid $60 per acre grown in 1933.

Payment to Georgia and Florida tobacco growers will be made in two parts. The first payment will be $30 for each acre after it is determined that the specified portion of the crop has been left unharvested, and will be made between August 1 and October 1, 1933. The second payment will be $30 per acre, to be made within sixty days after proof that not more than an average of 960 pounds of the 1933 crop, per acre harvested, was marketed.

The cigar leaf tobacco plan also provides that an option be given to the Secretary of Agriculture in connection with the planting and harvesting of tobacco in 1934 and 1935. If the supply and demand situation is still unsatisfactory on December 1, 1933, for Georgia and Florida shade tobacco or unsatisfactory for cigar filler and binder tobacco on March 1, 1934, the Secretary of Agriculture may exercise this option and require limitation of acreage in 1934 to a specified amount in relation to a base average, and similarly for the 1935 acreage.

If the option is exercised for cigar filler and binder tobacco, the payments for 1934 would be on the same basis as those in 1933. The rates per acre for these payments would not be less than two-thirds those of 1933. The option would apply in the same manner for 1935.

In exercising the option in the Georgia and Florida shade tobacco districts, full consideration will be given to the competitive relationships between the different producing districts. This will be worked out in connection with plans for controlling production through the promotion of dealers' and packers' associations and the establishment of standard grades and uniform sales practices.

Plans for reducing stocks of those farmers who accept the plan to reduce production are being considered. If such a reduction of existing stocks of tobacco appears to be sound public policy, agreements will be offered at some later date under which growers will be paid for diverting a portion of the surplus stocks to non-commercial uses.

Under the terms of the tobacco production reduction agreement, growers are not allowed to use extra applications of fertilizer to increase yields. Where tobacco has already been planted in cigar filler and binder producing regions on land to be released from production, the crop on that land must be prevented from maturing. Farmers agreeing to curtail

(Continued on Page 16)

IT'S FUN TO BE FOOLED
TODAY'S FEATURE
AL and MAY- Mind Reading Act
Copyright, 1933, R. J. Reynolds Tobacco Company
I SAW A MAR-VELOUS MENTAL ACT AT THE THEATRE LAST NIGHT...
HERE'S WHAT HAPPENED
...A MAGICIAN CAME DOWN FROM THE STAGE AND I GAVE HIM MY WEDDING RING. HIS BLINDFOLDED ASSISTANT ACTUALLY READ OFF OUR INITIALS AND THE DATE
WHAT HAVE I IN MY HAND?
IT'S A PLATINUM WEDDING RING. INITIALS INSIDE W.H.-TO M.H. MARCH 15, 1928
IT'S SECOND SIGHT.
YOU'RE BOTH WRONG...
NO, IT'S MENTAL TELEPATHY.
...THE TRICK IS THEY HAVE A CODE. THE GIRL GETS THE MESSAGE BY LISTENING FOR THE FIRST LETTER IN EVERY WORD OF THE MAGICIAN'S TALK. SOMETIMES THE GIRL CAN EVEN "READ" THE SERIAL NUMBERS ON A DOLLAR BILL.
WANT A CIGARETTE?
YES, BUT NOT THAT KIND
WE SMOKE THESE BECAUSE THEY ARE SUPPOSED TO BE MILDER.
THE TRUTH IS THAT CAMELS ARE MILDER. THEY USE MORE EXPENSIVE TOBACCOS. TRY ONE, GIRLS, AND YOU'LL CHANGE YOUR BRAND!
THANK YOU, BILL—I'LL TRY ONE AND SEE.
BILL, I BELIEVE YOU'RE RIGHT ABOUT CAMELS.
WHY DO THEY HAVE SUCH A MILD, RICH FLAVOR?
"IT'S THE TOBACCO THAT COUNTS."
IT'S MORE FUN TO KNOW
Camels are made from finer, MORE EXPENSIVE tobaccos than any other popular brand. You'll appreciate the mildness...the flavor...the added pleasure of costlier tobaccos.
CAMEL
BE A MAGICIAN
FREE—SEND NO MONEY—FREE
36-PAGE ILLUSTRATED MAGIC BOOK CONTAINING 23 MYSTIFYING CIGARETTE, CARD, AND COIN TRICKS. YOU CAN FOOL THOSE "WISE GUYS" THAT KNOW IT ALL, WITHOUT SKILL OR PREVIOUS EXPERIENCE. MAIL ORDER BLANK AT RIGHT WITH FRONTS FROM FIVE PACKS OF CAMELS.
Magician's Cigarette Tricks
R. J. Reynolds Tobacco Company, Dept. 56-C, Winston-Salem, N. C.
I enclose fronts from 5 Camel packs.
Send postpaid Free Magic Book.
Name
Street
City
State
NO TRICKS IN CAMELS—JUST COSTLIER TOBACCOS

Cigar and Cigarette Production Mounts

THE following comparative data of tax-paid products indicated by monthly sales of stamps are obtained from the statement of internal revenue collections for the month of May, 1933, and are issued by the Bureau. (Figures for May, 1933, are subject to revision until published in the annual report):

Products		——*May*—— *1932*	*1933*
Cigars (large)—			
Class A	No.	285,609,705	317,009,680
Class B	No.	4,485,307	2,428,077
Class C	No.	73,875,390	48,236,746
Class D	No.	4,489,857	3,459,775
Class E	No.	93,107	238,703
Total		368,553,366	371,372,981
Cigars (small)	No.	27,068,000	23,477,413
Cigarettes (large)	No.	292,724	216,833
Cigarettes (small)	No.	8,685,337,417	12,822,972,513
Snuff, mfd.	Lbs.	2,812,993	3,192,611
Tobacco, mfd.	Lbs.	24,996,958	28,644,964

Note: The above statement does not include tax-paid products from Puerto Rico and the Philippine Islands. This information will be shown in a supplemental attached to the June statement.

Revenue Collections for the Month of May

Sources of Revenue	*1932*	*1933*
Cigars	$1,051,620.47	$940,087.19
Cigarettes	26,058,650.68	38,470,693.88
Snuff	506,338.65	574,669.94
Tobacco, chewing and smoking	4,500,159.55	5,156,499.96
Cigarette papers and tubes	58,878.04	68,307.18
Miscellaneous, relating to tobacco	501.98	43.54

May Cigar Withdrawals 1920 to 1931

May, 1920	676,227,828	May	1926	507,253,431
1921	555,497,120		1927	540,873,508
1922	569,208,725		1928	541,500,682
1923	575,915,851		1929	572,412,549
1924	553,319,526		1930	523,775,163
1925	514,509,040		1931	467,299,661

Eleven Months Withdrawals for Consumption

	First 11 Mos. Fiscal Year 1933	*—Decrease +Increase Quantity*
Cigars:		
Class A—		
United States	3,162,124,065	— 135,572,520
Puerto Rico	52,560,880	— 30,692,610
Philippine Is.	147,343,740	— 11,987,265
Total	3,362,028,685	— 178,252,395
Class B—		
United States	35,477,389	— 29,482,895
Puerto Rico	777,550	— 45,200
Philippine Is.	534,616	— 490,310
Total	36,789,555	— 30,018,405
Class C—		
United States	596,723,874	— 438,898,364
Puerto Rico	968,580	— 3,514,564
Philippine Is.	233,252	— 184,648
Total	597,925,706	— 442,597,576
Class D—		
United States	45,071,012	— 19,377,177
Puerto Rico	1,500	— 18,000
Philippine Is.	2,076	— 3,426
Total	45,074,588	— 19,398,603
Class E—		
United States	5,308,680	— 4,351,671
Puerto Rico	.....	— 500
Philippine Is.	26,923	+ 8,846
Total	5,335,603	— 4,343,325
Total All Classes:		
United States	3,844,705,020	— 627,682,627
Puerto Rico	54,308,510	— 34,270,874
Philippine Is.	148,140,607	— 12,656,803
Grand Total	4,047,154,137	— 674,610,304
Little Cigars:		
United States	210,989,347	— 67,383,133
Puerto Rico	4,104,000	— 396,000
Philippine Is.	.....	.....
Total	215,093,347	— 67,779,133
Cigarettes:		
United States	96,934,599,059	+1,580,755,720
Puerto Rico	2,465,140	— 4,149,560
Philippine Is.	1,495,270	— 140,770
Total	96,938,559,469	+1,576,465,390
Large Cigarettes:		
United States	2,640,428	— 1,437,101
Puerto Rico	440,000	— 350,500
Philippine Is.	11,991	+ 10,791
Total	3,092,419	— 1,776,810
Snuff (lbs.):		
All United States	32,109,780	— 2,863,602
Tobacco, mfd. (lbs.):		
United States	278,955,836	— 15,970,025
Philippine Is.	240	— 725
Total	278,956,076	— 15,970,750

NEWS FROM CONGRESS AND FEDERAL DEPARTMENTS

FROM OUR WASHINGTON BUREAU 622 ALBEE BUILDING

WITH prices for manufactured products rising at a rapid pace, officials of the National Recovery Administration fear that the success of of the Government's plan for a "partnership" with business is threatened.

The keystone of the idea back of the industrial recovery bill was the return to work of large numbers of people at adequate wages, their increased buying power giving employment to factories and mills and thus further promoting employment.

In announcing this plan, the industries of the Nation were asked to defer price increases as long as possible and to content themselves for a time with the benefits derived from increased production.

It was pointed out that if purchasing power could be increased ahead of prices, the present gap between the two would be narrowed—a condition which spells for prosperity.

If prices are advanced before employment is increased, however, it is feared that this gap will not be lessened and thus the whole purpose of the Government's effort will be nullified.

Postage charges on letters for local delivery will be reduced July 1 to the old rate of two cents an ounce, under legislation enacted shortly before the adjournment of Congress.

This rate, it is explained by the Post Office Department will apply only to letters for delivery within the confines of the city in which mailed. The rate of postage for letters for delivery outside the limits of the local post office will remain at three cents an ounce.

Postal officials are understood to be preparing regulations designed to prevent patrons of the service from abusing the reduced local rate by bringing letters into the city in which they are to be delivered and mailing them locally.

A program of major legislation equalled, if ever, only in the days of the World War, was disposed of by the special session of Congress in a period of little more than three months.

So much has been accomplished in this brief span of time that it is difficult to visualize the legislative program enacted by the Roosevelt Administration between March 9 and June 15.

Outstanding among the accomplishments of the session was the rehabilitation of the Nation's banking structure, which on March 4 was menaced with destruction.

Another contribution to social calm and economic advancement was the legalizing of beer, ending a period of irritating agitation and paving the way for additional tax revenues of some $150,000,000 a year.

Agricultural relief legislation, including steps to ease the debt burden of the farmer, is already being put into operation. Relief for the urban home owner also has been provided, through mortgage legislation.

A quarter of a million unemployed have been taken off the city streets and the burden upon civic charity has been reduced by the establishment of the civilian forestry corps. Millions of dollars have been thrown into circulation through Government purchases of clothing, food and equipment for this vast army.

All the industries of the country are given an opportunity to eliminate cut-throat competition through the industrial recovery bill. A $3,300,000,000 public works program, under which it is estimated 1,000,000 men will be put to work for every $1,000,000,000 expended, is getting under way.

Additional taxes necessary to finance the public works program are imposed where they will be more readily absorbed than if income tax rates were increased, as originally suggested, yet without unduly increasing the burden upon struggling businesses.

The $25,000,000 or more a year formerly lost by the general public through investment in fraudulent securities will be saved by the blue-sky legislation under which no issue can be offered the public until full details of both the issue and the issuing company have been furnished the Federal Trade Commission.

Rehabilitation of the Muscle Shoals project will provide employment over a wide area in the Tennessee Valley. Millions of dollars will be cut from the cost of operating the railroads by legislation placing them under a Federal control which will permit of the elimination of duplication of services and other economies.

Reorganization of the Government service itself, an outstanding feature of which was the consolidation of all Federal agricultural credit agencies and abolishment of the Federal Farm Board, will save vast sums of money. A saving of $2,000,000 a year will be accomplished through the credit-agency consolidation alone.

Codes setting wages and working hours will be considered first for those industries employing the largest numbers of workers and agreements for the

(*Continued on Page 17*)

Bridge Cards **FREE!**

. . . AND HOW THE PUBLIC LIKES THE OFFER!

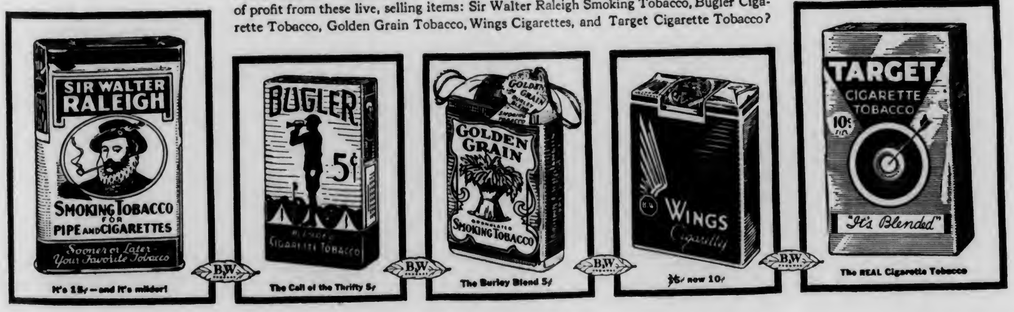
EVERY Raleigh Cigarette advertisement carries this extra sales help, "A coupon in every pack . . . save 50 and get an initialed deck of playing-cards free."

And every day a stream of initialed playing-cards is mailed out from Louisville to Raleigh Cigarette fans the country over. Folks have to smoke 50 packs to get a free deck.

Tell your customers about Raleigh—and the free coupons. Display the carton on your counter. (*N. B. Two extra coupons in every carton for you or the carton buyer.*)

BROWN & WILLIAMSON TOBACCO CORP., LOUISVILLE, KENTUCKY

Brown & Williamson products have been designed to bring you the most profit in all lines and prices. New products are added to fit the times. Are you getting your share of profit from these live, selling items: Sir Walter Raleigh Smoking Tobacco, Bugler Cigarette Tobacco, Golden Grain Tobacco, Wings Cigarettes, and Target Cigarette Tobacco?



Review New United States Grades

MEETINGS of tobacco growers, buyers and other tobacco trade interests were held at Washington, June 28th, 29th and 30th, by the Bureau of Agricultural Economics, United States Department of Agriculture, to review proposed standard grades for southern Maryland tobacco, United States Type 32, and to offer criticisms and suggestions for modification of the grades before the grades are made official.

Samples representing the proposed standard grades were on display in the cotton classing room of the bureau. Baltimore buyers, commission men and warehousemen reviewed the type samples on June 28th, transfer buyers on June 29th, and delegations of farmers and county agents from the five tobacco producing counties of southern Maryland on June 30th. All tobacco trading on the Baltimore market was suspended for June 28th to enable members of the trade to attend the Washington meeting on that day.

A law enacted during the last session of the Maryland legislature provided for tobacco grading service at Baltimore, where all tobacco produced in Maryland is sold, and stipulated that the grading should be based on United States standard grades. The standards reviewed at the June meetings were developed under authority of the United States Tobacco Stocks and Standards Act, by Frank B. Wilkinson and a group of associates in the tobacco section of the Bureau of Agricultural Economics, and W. B Posey, tobacco specialist, Maryland Extension Service, and county agent for Prince Georges County.

Moratorium for Rexall Druggists

Louis K. Liggett, president of the United Drug Company, this week forwarded the following statement in a letter to 8000 Rexall druggists outlining a new credit policy of the company:

"We have declared a moratorium, retroactive from May 31st. We have drawn a line across our books and have frozen in every dollar owed to us prior to that date. Our reports show that about 47 per cent. of our Rexall dealers need credit. We are asking these for a simplified balance sheet showing sales, operating expenses, etc. These will be studied by a committee and an instalment plan for payment of all old debts will be developed in each case. There will be an interest charge of 3 per cent. per annum. The object of the plan is to place every Rexall store in a position to pay for June purchases on July 15th and take a cash discount."

Mort Hammer Dies Suddenly

Mortimer E. Hammer, sales manager and a member of the firm of Salvador Rodriguez, Incorporated, Tampa, died suddenly in Chicago on June 21st, aged forty-eight years. He succumbed of a heart attack on a Chicago suburban train and died before he reached the hospital. He was one of the best known "old timers" on the road. He started with the American Tobacco Company, out of Cleveland, and he went from there to the Ryan and Raphael Cigar Company, Tampa, later joining, in succession, the sales staffs of the E. H. Gato Cigar Company and Marcelino Perez & Company. He became a stockholder and sales manager of the Rodriguez Company when it was reorganized.

Working Night Shifts on Camels

OPERATIONS in the factories of the R. J. Reynolds Tobacco Company, which are concentrated in Winston-Salem, and which comprise the enormous area of 129 acres of floor space, have had to be stepped up repeatedly to meet the increased demand for Camel cigarettes, Prince Albert smoking tobacco and other well-known Reynolds' brands. The Reynolds' payrolls have mounted steadily in recent weeks as hundreds of additional workers have been employed and working hours have been increased.

The Reynolds Company is one of the few industrial plants in the country which did not reduce its wage scale during the depression. The output of Camel cigarettes has had to be so heavily increased during recent weeks that it was necessary to add night shifts.

It is understood that the production of Camels is about double that of a few months ago. The Reynolds Company has been following an aggressive advertising policy in newspapers and other media.

Dave Morris in the South

David F. Morris, who, together with the well-known Charlie Bond, constitutes the representative of the Philippine Government tobacco agency in the United States, and who, by the way, are doing a mighty good job, has been visiting retailers and distributors of Manila cigars in and around Memphis during the last ten days and reports business "looking up."

Mr. Morris has a huge store of interesting experiences and a vast knowledge of conditions in the cigar field, and is always accorded a hearty welcome wherever he goes.

El Trelles Sales Holding Well

The El Trelles cigar, manufactured by the M. Trelles Cigar Company, in New Orleans, La., is experiencing a good demand for their line of fine cigars in that city and throughout nearby territory where they are placed.

The El Trelles cigar has gained an enviable reputation among their followers as a cigar of high quality and workmanship, and the success of this brand is attributed largely to the strict adherence to this policy, while others have been tempted to lower the quality of their product for economic reasons.

M. C. Patterson Passes

Malvin Courtney Patterson died at Richmond, Va., on June 17th, after a short illness, at the age of seventy-one. He was a former vice-president of the American Tobacco Company and a son of Dr. R. A. Patterson, founder of the R. A. Patterson Tobacco Company, makers of Lucky Strike tobacco, forerunner of the popular cigarette of the same name. The Patterson concern was merged into the present American Tobacco Company. Mr. Patterson had not been active in the tobacco business during recent years.

Death of H. D. Goebel

H. D. Goebel, sales manager of Alles & Fisher, Boston, died suddenly at the St. George Hotel, Brooklyn, on June 17th. He was rated as an ace salesman and had a host of friends in the industry.

Lumley Resigns From Sommerfeld Company

Benjamin C. J. Lumley, who has represented the Garcia y Vega factory in Tampa, and the F. W. Sommerfeld factory in Miami for a number of years, announced this week that he had resigned from the latter company and would in the future confine his efforts entirely to the promotion and sale of the Garcia y Vega clear Havana brand in eastern Pennsylvania, northern New York State, New Jersey, Delaware, Maryland and the District of Columbia.

Mr. Lumley is one of the best-known and best-liked cigar salesmen in that territory, and now that he will put all his efforts behind a brand with such a high reputation as the Garcia y Vega, an immediate increase in the sales of this brand in that territory is confidently expected.

Mr. Lumley reports that a substantial increase in demand for this brand, particularly on their Roosevelt size, retailing at two for a quarter, has been recorded during the past two months.

Bayuk Booming

Complimentary letters praising the "How Long Has It Been Since You SMOKED A CIGAR"? advertisement of Bayuk's are still pouring into headquarters at Ninth and Columbia Avenue. Bayuk Phillies are still selling in a big way. During the last week healthy reports of the progress of this popular brand have been received from J. P. Given, territorial manager for Upper New York and Western Pennsylvania; A. F. Schultz, distributor in Erie; A. R. Dunn, Incorporated, Easton, Pa., distributor, who is being assisted by Grover C. Munson, of the E. C. McAllister forces; and A. C. Roy, who is aiding Costello Brothers in the Pawtucket, R. I., territory.

Siegel Opens New Camden Factory

According to an announcement by Francis B. Wallen, chairman of the executive committee of the Camden, N. J., Chamber of Commerce, last week, Siegel & Sons, Incorporated, have opened a new cigar factory at West and Clinton Streets, that city, which will create employment for four hundred workers. David Goodman will manage the new factory.

Abe Caro, representing A. Santaella & Company, was a visitor in town last week conferring with the local Optimo distributors, Yahn & McDonnell Cigars.

Trade Notes

The M. J. Dalton stand at 617 Chestnut Street is displaying Heine's Blend, a mild and mellow smoking tobacco, with good results.

Frank C. Flanigan, Philadelphia representative for M. Marsh & Son, reports a splendid call on Marsh stogies and Marsh Pioneers, being distributed through Yahn & McDonnell. W. A. Copple, district representative, is expected in town next week to confer on plans for increasing the sale of these popular sellers.

Joseph Garvett, formerly manager of the local distributing branch of the Mazer-Cressman Cigar Company, and who resigned from that company a short time ago, is now head of the Joseph S. Garvett Cigar Company, with sales offices at 1809 Callowhill Street, this city, and factory located in Detroit.

We are glad to report that Theodore (Ted) Grabosky, associated with Grabosky Brothers, Incorporated, and who has been confined to a hospital for several weeks as the result of an automobile accident, has recovered sufficiently to leave the hospital and is now recuperating at his home.

I. B. White, manager of the cigar department of John Wagner & Sons, reports splendid demand for their Monticello smoking tobacco, with distribution being expanded rapidly into other parts of the United States. Their Wagner Flares, retailing at ten cents; Don Sebastian, and Garcia y Vega brands of cigars are also having a splendid call.

Yahn & McDonnell, 617 Chestnut Street, distributors of high-grade cigars and operators of a chain of high-grade cigar stands in hotels, office buildings and clubs throughout the city and surrounding territory, report business showing a very encouraging improvement. Sales of their Marcello and As You Like It brand are going particularly well under their recently introduced "New Deal" plan. Their D & M No. 1 smoking tobacco is also enjoying an excellent call.

TOBACCO TRADE ORGANIZATIONS

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JESSE A. BLOCH, Wheeling, W. Va. ..... President
CHARLES J. EISENLOHR, Philadelphia, Pa. ..... Ex-President
JULIUS LICHTENSTEIN, New York, N. Y. ..... Vice-President
WILLIAM BEST, New York, N. Y. ..... Chairman Executive Committee
MAJ. GEORGE W. HILL, New York, N. Y. ..... Vice-President
GEORGE H. HUMMELL, New York, N. Y. ..... Vice-President
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CHARLES DUSHKIND, New York, N. Y. ..... Counsel and Managing Director
Headquarters, 341 Madison Ave., New York City

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CHAS. B. WITTROCK, Cincinnati, Ohio ..... Vice-President
GEO. S. ENGEL, Covington, Ky. ..... Treasurer
WM. S. GOLDENBURG, Cincinnati, Ohio ..... Secretary

ASSOCIATED CIGAR MFRS. AND LEAF TOBACCO DEALERS

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MILTON RANCK, Lancaster, Pa. ..... First Vice-President
D. EMIL KLEIN, New York City ..... Second Vice-President
LEE SAMUELS, New York City ..... Secretary-Treasurer

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MAX JACOBOWITZ, 84 Montgomery St., Jersey City, N. J. ..... Secretary

CIGARETTE ADS SET STYLES

CIGARETTE advertising illustrations are noted for the beauty of the women who appear in them and the smartness of their styles. Not many people are aware, however, of the vast amount of care which is taken to make certain that every detail of their attire is precisely as it should be. The many women readers who follow these advertisements will be particularly interested to know, for example, that the current series of Lucky Strike advertisements telling why "Luckies Please" has been checked and rechecked by fashion experts to make sure that the styles in frocks, hats, gloves and similar articles of attire are up to the minute if not a little bit ahead of today's modes. The illustrations in this series of advertisements include women dressed in evening gowns, street attire, bridal gowns, tennis and golfing costumes as well as other smart, correct clothes.

Grabosky Brothers, Incorporated, North Second Street, manufacturers of the Royalist Cigar, report encouraging pick-up in demand for their brand in certain sections of the country where it has been placed.

Reducing 1933 Crop of Cigar Leaf Types

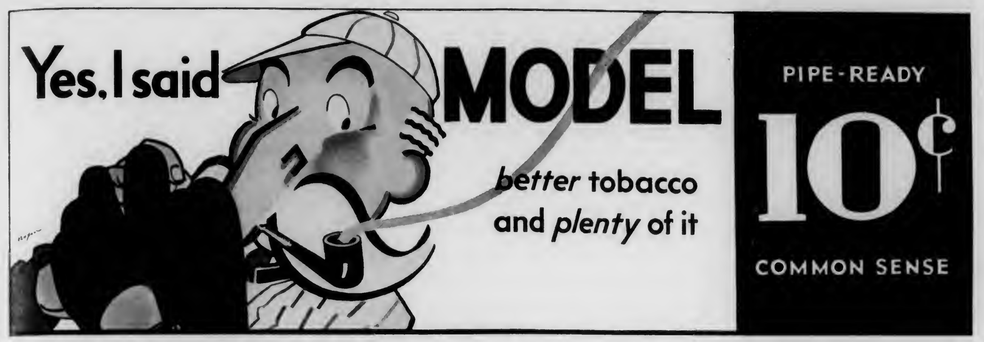
(Continued from page 8)

acreage must not give way or sell tobacco plants that are not needed, nor can they rent or permit other tobacco growers the use of sheds or barns released from use because of acreage reduction. The rights of all parties having an interest in the farmer's crop are protected under the agreement.

Land released from tobacco production under agreements in accordance with the plan, cannot be planted to cotton, wheat or rice, nor can such land be planted to vegetables except for the use of the family or families living on the particular farm, or to feed crops except for use in the production of livestock or livestock products for consumption by the family or families living on the particular farm.

The money required by the Agricultural Adjustment Administration to carry out its obligations under the terms of the tobacco production control agreements will be raised through a processing tax to be applied on all processed cigar leaf tobacco. This tax will be collected from the manufacturer using cigar leaf tobacco and will apply to imported as well as domestic cigar types. The exact rate and the date at which the processing tax will be applied has not been determined. The present prices of cigar leaf tobacco are about six cents per pound under the fair exchange value and a tax at this rate could be levied.

Chester C. Davis, director, production division, and John B. Hutson, acting chief, tobacco production section, Agricultural Adjustment Administration, have been assigned the work of carrying out the plan for the cigar leaf tobacco growing industry. The State and Federal extension services, under the direction of Dr. C. W. Warburton, will co-operate in carrying out the field work.



News from Congress

(Continued from page 12)

smaller industries will be set aside for later consideration, it has been made known by General Hugh Johnson, National Recovery Administrator.

Proposed codes have been received from a number of the smaller industries, but these will not be discussed by the administration until steps have been taken to enable the eight or ten most important industries to increase employment.

The administration is centering its attention upon the problem of putting at least 3,000,000 persons back to work in their normal employment within the next few months, and while it is realized that the small industries, as a whole, can give employment to a large number, it is felt that quickest results can be attained by concentrating on such industries as iron and steel, textiles, shoes and leather, coal, etc.

Announcement of the attitude of the administration is taken to indicate that any code submitted by the tobacco industry will not be given consideration until the groups providing the heaviest employment have been taken care of.

New Ad Series for Camels

POINTING again to the special advantages enjoyed by Camel smokers because of Camel's costlier tobaccos, R. J. Reynolds Tobacco Company released a new advertising campaign on Thursday, June 29th. With the caption, "It Takes Healthy Nerves to Play Like Tilden!" the first advertisement is built around the fact that the famous tennis player, a Camel smoker for years, after trying many other brands found that Camels do not tire his taste, or get on his nerves.

The famous Camel "magic campaign," with its slogan, "It's fun to be fooled . . . it's more fun to know," is recalled in a prominent heading which reiterates that "It *is* more fun to know" and continues: "Camels are made from finer, more expensive tobaccos than any other popular brand. You will find Camels rich in flavor and delightfully mild."

Joe Banker and Barton Lemlein, of M. Sachs & Company, New York manufacturers of high-grade cigars, were visitors at John Wagner & Sons last week.

A CIGAR FOR MR. POPOPULOUS

We cheerfully admit that there's little likelihood of our HILOS ever adorning the cigar counter at the Ritz, and we doubt if ENVOYS will ever be permitted to grace the banquet boards at the Union Club. Not that they don't look swanky enough to hold up their heads in any company, and not that they don't taste pretty darn swell. But—shhh!—their religion is against them—they're twofers!

But Mr. Popopulous, who has had to reduce his shines to a nickel, still smokes cigars. So does Mr. Jones the plumber, Mr. Washington the whitewash dispenser and Mr. Smith the haberdasher. All of these solid citizens smoke cigars—or would, if they could get what they want for what they can pay. And none of them have the least prejudice against 'twofers'. Particularly, if they're the kind of two-for-fives that don't carry the usual conception beyond the price-tag.

Which is where we fit in. For created solely for the manufacture of two-for-fives, and with all operations geared in ratio, we believe that we can put a little more in the cigar—possibly make them a little better than most other people. And Mr. Popopulous today is a pretty good judge of values.

Our ENVOY and HILO are both strictly long-filler, Connecticut wrapper, really handsomely packed in 50's only. We're ready to send samples and talk about territorial rights.

PENNSTATE CIGAR CORPORATION

Allegheny Avenue and Boudinot Street

PHILADELPHIA, PA.

Send Two Dollars, with the coupon below to The Tobacco World, 236 Chestnut St., Phila., Pa., and get your copy twice a month for a year.

.....

Name.....

Street No.....

P. O.....State.....

Established 1886

"BEST OF THE BEST"

OPTIMO CIGARS

Manufactured by **A. SANTAELLA & CO.**

Office, 1181 Broadway, New York City

FACTORIES: Tampa and Key West, Florida

OUR HIGH-GRADE NON-EVAPORATING

CIGAR FLAVORS

Make tobacco mellow and smooth in character and impart a most palatable flavor

FLAVORS FOR SMOKING and CHEWING TOBACCO

Write for List of Flavors for Special Brands

RETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS

FRIES & BRO., 92 Reade Street, New York

Classified Column

The rate for this column is three cents (3c.) a word, with a minimum charge of seventy-five cents (75c.) payable strictly in advance.

POSITION WANTED

CIGAR FACTORY SUPERINTENDENT. MORE THAN 20 Years' Experience With One of the Largest Manufacturers. Hand work or automatic machines. Address Box 560, care of "The Tobacco World."

FOR RENT

OFFICE AND FLOORS FOR CIGAR MANUFACTURING OR STORAGE—No parking restrictions; good location; low rent; freight elevator and loading platform. Will divide. Metals Coating Company of America, 495 North Third Street, Philadelphia.

HAVANA CIGARS

BEER WITHOUT CIGARS, IS LIKE KISSING WITHOUT LOVE—Adopt as your slogan, "Kiss your beer, but love your cigars." Specially those Havana blended, "Good to the last Puff," manufactured by A. Ramirez & Co., Post Office Box 1168, Tampa, Fla. Write them for particulars today.

SALES PROMOTION

WE'LL WRITE YOUR SALES LETTERS FOR YOU—Put on an effective direct mail campaign that will create sales—prepare your advertising copy—furnish jingles, slogans, cartoons and other artwork, etc., etc. We operate a clearing house of complete creative service. **Writers and Artists Bureau,** 236 Chestnut Street, Philadelphia, Pa.

Tobacco Merchants' Association Registration Bureau, 341 Madison Ave, NEW YORK CITY

Schedule of Rates for Trade-Mark Services Effective April 1, 1916.

Registration,	(see Note A),	$5.00
Search,	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS

PARKING:—46,209. For all tobacco products. June 17, 1933. Arthur Falk, New York, N. Y.

THRIFT:—46,210. For plug, twist, smoking, scrap, fine cut, snuff and cigarettes. June 20, 1933. Scotten Dillon Company, Detroit, Mich. (By permission of Jos. Schwartz, Cleveland, Ohio.)

MARBERN:—46,211. For all tobacco products. June 21, 1933. George Schlegel, Inc., New York, N. Y.

MAK 'EM:—46,212. For plug, twist, smoking, scrap, fine cut, snuff and cigarettes. June 24, 1933. Scotten Dillon Company, Detroit, Mich.

TRANSFERS

HALLERCZYK:—42,351 (T. M. A.). For cigars. Registered November 22, 1921, by L. Kunka, Chicago, Ill. Transferred to Alexander T. Bogdanowicz, and re-transferred to John Misiowiec, Chicago, Ill., May 9, 1933.

PUCK:—5366 (U. S. Patent Office). For cigars, cigarettes and cigarros. Registered November 27, 1877, by S. Jacoby & Co., New York, N. Y. Transferred by Charles Jacoby, trading as Morris Jacoby & Co., New York, N. Y., successors to the original registrants, to I. Lewis Cigar Manufacturing Co., Newark, N. J., August 6, 1906.

SILVER BOND:—15,063 (U. S. Tobacco Journal). For cigars. Registered February 9, 1893, by Hemmeter Cigar Co., Saginaw, Mich. Transferred to Consolidated Litho. Corp., Brooklyn, N. Y., June 12, 1933.

"What a welcome visitor THE TOBACCO WORLD must be to wholesalers and retailers!

"If they are only half as interested in reading it as we ourselves are, we're glad our ad is in it regularly"—

says an advertiser.

JULY 15, 1933

LIBRARY RECEIVED JUL U.S. Department of Agriculture

VOLUME 53 No. 14

THE TOBACCO WORLD

COMMON SENSE

The importance of attractive and dependable containers for fine cigars is recognized by the progressive cigar manufacturer.

Generally the brands that are increasing their goodwill in this present analytical market are packed in the *new improved AUTOKRAFT cigar boxes.*

Cigar Manufacturers who have not investigated the value of the merits and economies of the splendid and inviting package may obtain complete details promptly by addressing the AUTOKRAFT BOX CORPORATION.

Phila., Pa.
Hanover, Pa.
Cincinnati, Ohio

AUTOKRAFT BOX CORPORATION

LIMA OHIO

A Nation Wide Service

York, Pa.
Chicago, Ill.
Detroit, Mich.
Wheeling, W. Va.

PUBLISHED ON THE 1ST AND 15TH OF EACH MONTH AT 236 CHESTNUT ST., PHILA., PA.

After all nothing satisfies like a good cigar

WOODEN BOXES

Are the Only Natural Humidor for Cigars.

Pack your cigars in wooden boxes and preserve their delicate aroma, mellowness and flavor right up to the time they are passed over the counter to the customer.

Discriminating cigar smokers prefer to select their favorite brand from a wooden box—and it's good business to cater to the dealer and consumer by packing your cigars in wooden boxes.

WHEN BUYING CIGARS
Remember that Regardless of Price
THE BEST CIGARS
ARE PACKED IN
WOODEN BOXES

THE TOBACCO WORLD

Vol. 53 JULY 15, 1933 No. 14

THE National Industrial Recovery Act has already had an invaluable effect on the tobacco business. It has brought clearly to light the unorganized condition of the industry. That is a phenomenon for which every one in the industry should be thankful. For, just as a clean-cut, accurate diagnosis is the first essential step in the cure of human disease, on the principle that a man can be healed only after you have discovered what is the matter with him, so an industrial malady can be speedily remedied only after a similarly thorough and authoritative diagnosis. If the NIRA prescription, which is a semi-medical way of referring to the dosage of the National Recovery Act, has no other result than a unified, cohesive, coordinated organization of all branches of the tobacco industry, then it may well be acclaimed as the greatest boon to tobacco since the first roll of leaf was lighted by the original smoker.

WE have no criticism of the gentlemen to whom has been delegated the task of formulating a tobacco code. It is true that, because of the complexities of the business and the variations in living conditions in the widely separated manufacturing territories, they were handed an assignment that could not be completed without tiresome delays and postponements. Why? Because of lack of organization. Because of lack of information.

IN a business so big, so old and so vital as the tobacco business, a business that could right along have benefited so greatly from proper organization, it is a sad commentary on conditions that, when the President of the United States asks for a code of practices, the members of the industry had to reply that, before formulating such a code, they had to get a mass of preliminary information together, information which should have been immediately available in an industry the size and age of the tobacco industry.

CALL it a National Tobacco Chamber of Commerce, or call it a Tobacco Trade Council, there is not only now an urgent need for a general trade body of this character, but this need has existed for years. Here's hoping that such a strong organization, embracing all elements of the tobacco trade, will eventuate from the present deliberations, to the incalculable benefit of the grower, the manufacturer, the wholesaler, the retailer, and the employees of all these.

HERE'S hoping, too, that the tobacco code will shortly be ready for submission to the President, to the end that he may not see fit to carry out his threat to have the Government prepare its own code, and thus disclose to the world at large the unpreparedness of this industrial giant, Tobacco, as well as intimate to many that the bigness of the industry has been due, not to the business acumen of the men in it but to the natural human demand for its products.

IT takes times like these to test real ability. How are you working, mentally, these days? Are you allowing yourself to be thrown by the rumors and counter-rumors? Are you so bewildered by the change of events, the imminent price increases, the reported elimination of some of the cheaper brands, the rise of the five-center to perhaps seven and a half or eight cents, or what have you, that you have stopped planning for your own business and are just waiting to see how the cat will jump? Watchful waiting, when exercised by an alert intelligence, has more than once proven good business tactics, but don't forget that there is a difference between unintelligent waiting and alertly intelligent waiting. It's the intelligence that counts. The man with the soundest judgment today is the man who will emerge from the present battle with the greatest success—if he is intelligently planning daily, even hourly, in accordance with the dictates of that sound judgment.

COMMENTING on the regulation that the tobacco grower must agree to leave an average of four leaves on each tobacco stalk when he harvests his crop, Robert B. Smith, in the *Daily Mirror* of Washington, writes in the Philadelphia *Public Ledger:* "Rugged individualists back on the farm, no doubt, will ponder long and thoughtfully over these regulations. Surely they have no parallel in American history. And one must be pardoned for wondering how large an army of Federal employees will be required to police the tobacco farms and check up on each individual farmer so that 'Czars' Wallace and Peek in Washington may be assured that not less than four leaves per stalk have been left dangling in the breeze."

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Cigar Manufacturers Diligently at Work on Code of Practices

CONTINUING their deliberations, members of the Special Cigar Manufacturers' Committee of the Associated Cigar Manufacturers and Leaf Tobacco Dealers, under the chairmanship of Harvey L. Hirst, met at the Hotel New Yorker on Tuesday, July 11th, and made further progress towards a unification of the diversified elements of the industry, preparatory to the formulation of a code which will take cognizance of all those elements. At the conclusion of the meeting, Chairman Hirst stated that those present would devote their time during ensuing days to the gathering of further information on questions which had arisen, and that another meeting of the committee would be held next week.

It had been decided at a meeting a week earlier that the cigar manufacturers would act through the ACMLTD, and delegates were named from the various geographical districts to confer with the trade in their territory and to appoint committee representatives for these territories.

The delegates appointed were: Daniel F. McCarthy, H. Fendrich, Inc., Evansville, Ind.; Samuel H. Bijur, Mazer-Cressman Cigar Co., Detroit, Mich.. Mortimer Gryzmish, Alles & Fisher, Inc., Boston, Mass.; A. H. Gregg, American Cigar Co., New York, N. Y.; James M. Porter, Waitt & Bond, Inc., Newark, N. J.; Dayton Osterweis, L. Osterweis & Son, New Haven, Conn.; Morris Frieder, S. Frieder & Sons Co., Cincinnati, O.; T. E. Brooks, T. E. Brooks & Co., Red Lion, Pa.; Angel Cuesta, Cuesta Rey & Co., Tampa, Fla.; B. G. Meyer, General Cigar Co., New York, N. Y.; D. Emil Klein, D. Emil Klein Co., New York, N. Y.; Frank P. Will, G. H. P. Cigar Co., Philadelphia, Pa.; Joseph F. Cullman, Jr., Webster Eisenlohr, Inc., New York, N. Y.; Mortimer Regensburg, E. Regensburg & Sons, New York, N. Y.; J. J. Hast, Standard Cigar Co., Pittsburgh, Pa.; Angelo Petri, Petri Cigar Co., San Francisco, Calif.

In a letter addressed to the delegates, Mr. Hirst requested them to call a meeting of the cigar manufacturers in their districts with the end in view:

"First, of determining upon a fair minimum wage scale for all classes of employes consistent with existing living conditions in your particular territory;

"Second, of determining upon a maximum weekly work period that will encourage a substantial increase in the number of your employes in your respective plants;

"Third, by appointing from your group a representative who, upon presentation of credentials, will automatically become a member of the Special Cigar Committee of the Associated Cigar Manufacturers and Leaf Tobacco Dealers."

The following resolution, adopted by the Associated Cigar Manufacturers and Leaf Tobacco Dealers, has been made public in order to forestall any misunderstanding regarding the expenses incurred in the formulation of a code of fair competition for the cigar manufacturing industry:

"Resolved, that a special cigar manufacturers committee be appointed to handle all legislation in connection with the industrial recovery act;

"Resolved, further that the special cigar manufacturers committee is not authorized to incur any financial obligations or expenses for the account of the Associated Cigar Manufacturers and Leaf Tobacco Dealers."

Two Retail Organizations Now Where None Grew Before

WITH the formation of the Retail Tobacco Dealers of Philadelphia, Inc., there are now two retail organizations in the Quaker City trade, the other being the Retail Cigar Stores Association of Philadelphia, organized on December 8, 1932, and chartered February 27, 1933.

The new association was formed at a meeting in the Adelphia Hotel on July 6th, addressed by Harry Tint, a director of the Retail Tobacco Dealers of America, Inc., Officers were elected as follows: President, C. L. Marks, Media Drug Co.; vice-president, John Middleton, heading the firm of the same name; secretary, A. Maas, Sun Ray Drug Co.; treasurer, George Jones, Yahn & McDonnell.

It is reported that 300 members are enrolled in the older organization, and it is hoped that a membership campaign now in progress will increase the list to 1000 by Labor Day. The officers are: President, Morris Levitone; vice-president, John Spolar; secretary, Samuel Magid; financial secretary, Daniel Hartman; treasurer, Gabriel Lucat; solicitor, Israel Stiefel. Max Bernfeld, chairman of the executive committee, was elected a vice-chairman of the national organization at the recent meeting in New York.

Mr. Bernfeld stated that William Hollingsworth, president of the national body, and Mr. Hartman, attorney for that organization, will be present at a get-together dinner in Philadelphia early in August, when they will meet with the executive committee of the Quaker City association and other prominent dealers. He added that the charter will be open for membership until Labor Day, after which an initiation fee will probably be established.

Messrs. Bernfeld and Magid, representing the Philadelphia Organization of Retailers, made a hurried trip to Harrisburg during the recent session of the State Legislature and fathered a clause which was included in the "Beer Bill" which enabled retail cigar dealers in this State to sell beer in original containers in their stores, but not for consumption on the premises, and after paying a specified sum for a license to carry on such business.

The aims of the Retail Cigar Stores Association of Philadelphia, as set forth in their charter, is "To foster, protect and promote the welfare and interest of persons engaged in keeping Retail Cigar Stores in Philadelphia, by combining the intelligence and influence of members against imposition and fraud, as experience may from time to time prove needful, by bringing about greater uniformity or certainty in business connections and by establishing closer ties of business association among the members."

Mr. Bernfeld, chairman of the executive committee, received the following telegram from Mr. Hollingsworth, in New York, on Tuesday, July 11th:

"Recovery administration vigorously urging prompt filing of code. This can not be done until majority of industry join association. Please proceed all possible speed to complete organizations in your territory. Bend every effort to get necessary membership. Send applications quickly and keep us advised progress."

Surely, This Is Not Cigar Promotion

Two-Year Old Cigar Addict Discovered by New York Herald Tribune Reporter

A throng of shoppers pressed about an automobile in a downtown street in West Paterson, N. J., one afternoon two weeks ago to watch a baby in the front seat puff majestically on a big black cigar.

The story got around town and yesterday afternoon a reporter learned that the baby was Charles Normand, Jr., and went to his home at 296 Jackson Avenue, West Paterson, to find out if the tale were true.

He found a chubby young man with blue eyes and light brown hair, whose mother admitted that it was quite true that her baby was an inveterate cigar smoker. If the reporter was skeptical, he might offer Charles a smoke. The reporter filled a corncob pipe, lighted up and passed it to Charles, who settled back in a chair and tried to blow rings to the ceiling.

Charles will be two years old on July 28th and, according to his mother, he has been a cigar smoker since his fourteenth month. He got the habit from his father.

"My husband always smokes cigars," Mrs. Normand said, "usually when he comes home from work. When Sonny was fourteen months old he would climb upon his father's knee and clamor for the cigar. Pretty soon we gave it to him and, imitating his father, he put the cigar in his mouth. He began to puff, and he never got sick or dizzy. If I put a plate of ice cream and a cigar on a table he will always go for the cigar."

Charles is not particular about his brands. In fact, whenever he sees a cigar he cries, "'Moke, 'moke, 'moke." Whenever a visitor to the Normand home wants to gain Charles's esteem he has only to say, "Have a cigar, old man?"

The elder Charles is a graceful smoker who removes the ash from his cigar with a graceful flick of his little finger. The young man, try as he will, cannot do this nearly so well as his father—in fact, is quite awkward about it—but he is not one of those smokers who go around littering up the rugs with ashes. Whenever he lights up he points imperiously at an ash tray with the demand, "Me want."

Charles gets a cigar every night before he goes to bed. He does not inhale, however, but smokes the cigar all the way down. His mother doesn't smoke, nor do his grandmother, Mrs. Eva Schlidder, and his sister, Dorothy, who is three. His father bites the end off for him.

"Whenever we go out automobile riding," Mrs. Schlidder said, "Mr. Normand has to light a cigar for his son. A few weeks ago we were shopping and we left Charles in the car with his father. When my daughter and I returned to the car we were alarmed to see a crowd around it. It was only Sonny smoking and the crowd was watching him."

Charles, however, does not smoke before breakfast.

"Well, that is a good boy, not to smoke before breakfast," Dr. Roger Herbert Dennett, the eminent pediatrician, said when his professional opinion was sought on nicotine for babies. Dr. Dennett is director of the department of pediatrics of the New York Post-Graduate Medical School and professor of diseases of children at New York Post-Graduate Hospital.

"Tobacco is quite poisonous for children," Dr. Dennett said, "We do know that many children have become quite ill from eating tobacco.

"Almost every one tells the story of becoming violently ill from stealing a smoke behind the barn as a small boy. That's an old story and it happens a thousand times a day.

"This baby does not inhale, but no one taking his first smoke inhales. That is a knack that must be acquired by practice. The baby probably got used to it gradually, the same as any adult. A grown man who had never smoked cigars couldn't pick one up and smoke it all the way without becoming ill. Even those of us who use cigarettes only may become quite ill after one or two cigars.

"There's no reason why the baby shouldn't, by gradual practice, become immune from illness caused by smoking, just as you and I. But it isn't good for him.

"There's the old man of ninety or ninety-five who attributes his long life to the quart of whisky a day which he has drunk since he was fifteen years old. He may be ninety-five but I don't think it's good for any one to drink a quart of whisky a day.

"I hope," Dr. Dennett added, "that no two-year-old readers who see this story in the *Herald Tribune* tomorrow will be prompted to follow the example of this baby."

National Tobacco Council Chartered

First Annual Meeting to be Held Next Tuesday, July 18

AFTER intensive work by members of the tobacco industry interested in the welfare of the industry, a National Tobacco Council has been formed and incorporated in New York on June 17, 1933.

As set forth in the certificate of incorporation, the purposes of the organization are: to foster the interests of those engaged in the tobacco industry in the United States, by maintaining high standards of business ethics in all of the activities of the industry and its relations with the public by diffusing accurate and reliable information with reference to the industry, by reforming abuses relative thereto, by procuring uniformity and certainty in the customs and usages of the industry and of the several branches thereof, by settling and adjusting differences between its members and others, by adopting, pursuant to the National Industrial Recovery Act and subject to the approval of the President of the United States, a code or codes of fair competition for the industry and the several subdivisions thereof, by promoting the making of voluntary agreements pursuant to the National Industrial Recovery Act and subject to the approval of the President of the United States, between and among the persons engaged in the tobacco industry, labor organizations and trade or industrial organizations, associations or groups relating to the tobacco industry, by taking all lawful measures to prevent violations of such codes and voluntary agreements, and by other lawful and proper means.

The by-laws of the organization call for the first annual meeting to be held on July 18, 1933, at which time the constitution and by-laws will be adopted, with any changes which may be desirable, and directors will be elected for a one-year term.

Directors, of which there will be twenty-one, will be elected from every branch of the industry, including one from the snuff manufacturers, one from the pipe manufacturers, three from the smoking and chewing tobacco manufacturers, and four from each of the other groups, including retailers and distributors.

The following members of the industry have already been selected to serve on the Board: A. C. Gregg, American Cigar Co.; E. A. Kline, E. A. Kline Co.; Harvey Hirst, Bayuk Cigars, Inc.; Joseph Cullman, Jr., Webster Eisenlohr, Inc., for the cigar manufacturers.

Harry St. John, William Demuth & Co., for the pipe manufacturers.

Wm. A. Hollingsworth; Clifford M. Dawson, I. H. Lefkowitz and J. C. Thompson, for the retailers.

C. A. Just; E. Asbury Davis; Vernon Fox, and Joseph Kolodny, for the jobbers.

Representatives of the other branches of the industry are being selected and the entire membership of the board is expected to be filled very shortly.

It is planned to have the local associations of the various branches of the industry throughout the country become members of the National Tobacco Council, Inc., and thus the National Council will be the co-ordinating head of the entire industry.

Quaker City Credit Manager Anticipated Tobacco Retail Code by 1½ Years

TO JOHN MATCHETT, credit manager of Yahn & McDonnell, prominent Philadelphia retailers and wholesalers, belongs the honor of having anticipated by a year and a half the basic principle of the code of fair competition adopted at the national convention of retail tobacconists in New York last month. In an article published in the October 22, 1931, issue of the *Retail Tobacconist,* Mr. Matchett advocated that it be made *compulsory* for a retailer to make a fair percentage of profit on all merchandise sold.

After stating that a merchant necessarily carries many items in his stock in which the gross profit is figured roughly: A, 7½ per cent.; B, 12 per cent.; C, 35 per cent.; D, 40 per cent.; E, 50 per cent., Mr. Matchett pointed out that, at a 15 per cent. cost of doing business, the merchant is faced with a loss on the A and B items and makes a profit on the others. "Is this sound business?" he asked.

"Sound business has always been that each and every item must stand on its own bottom, and this still is true.

"There are certain stores that will tell you they must have a 25 to 50 per cent. gross profit in order to run their business, yet will take certain advertised articles and sell at absolute cost and sometimes less. What is the result? These certain articles are cut in price by some store, and other stores to hold some business of their own, and the price is established and the consumer therefore able to buy such merchandise without profit, with no interest in buying a new article at a higher price.

"Why should any store be allowed to create such a condition?

"My suggestion at this time is along this line: Make it compulsory for the merchant to operate and sell merchandise on a percentage of profit set by his own purchasing power, cost and expenses, which will show he is operating on a sound business basis."

Musings of a Cigar Store Indian

By Chief "Young-Man-Smoke-Cigars"

GREEN'S BAR, known to an older generation of writers as Gannon's Grove, a name conferred by Gordon Mackay in honor of Mike Gannon, the mahogany's presiding genius, reopened with much eclat last week. It reminded some oldtimers of the bare knuckle fight staged at its rail by Jim Corbett and Bob Fitzsimmons without benefit of Queensberry. Others it reminded of John L. Sullivan and his sparring partner, Mike Cleary. Other some reminisced about this or that historic incident reflected in its huge mirrors in the olden days. To me it brought back memories of Christopher Morley, poet, essayist and Rhodes scholar. For it was there that Kit Morley introduced me to Shandygaff, and it was there I first saw him smoke the pipe to which he dedicated one of his "Songs of a Little House." The poem is worth a paragraph by itself.

MY PIPE is old and caked with soot; my wife remarks: 'How can you put that horrid relic, so unclean, inside your mouth? The nicotine is strong enough to stupefy a Swedish plumber.' I reply: 'This is the kind of pipe I like. I fill it full of Happy Strike, or Barking Cat, or Cabman's Puff, or Brooklyn Bridge (that potent stuff), or Chaste Embraces, Knacker's Twist, Old Honeycomb or Niggerfist. I clamp my teeth upon its stem—it is my bliss, my diadem. Whatever Fate may do to me, this is my favorite B. B. B. For this dear pipe you feign to scorn I smoked the night the boy was born.'"

TAKING one of his periodic cracks at the intelligentsia, Jay House remarks that nothing so broadens the viewpoint or illuminates the understanding as knowing a couple of filling station attendants, a freight brakeman, a truck farmer, the janitor, a barber or two, a garage mechanic, two or three minor political bosses, the owner of a hot dog stand and the girl at the cigar counter. I think I'll mosey down to the cigar counter to broaden my viewpoint and illuminate my understanding while I buy me a five-pack of the brand of cigars the girl decides I ought to smoke. And this same Jay House is responsible for the next ironic paragraph, too:

SEEMS like if it isn't one thing it's another. Just as the industrial skies show signs of clearing and business begins to pick up—just as we were taking hope again—we find in a contemporary a statement that casts us to earth again. The statement is credited to Mr. Joseph B. Egan, whoever he may be. Among other things, Mr. Egan says: "I do not hesitate to say that no present-day evil, and I include blasphemy, immorality and waywardness of all sorts, exercises as potent an influence for the destruction of character as the pernicious habit of cigarette smoking. The young cigarette smoker loses caste. He is forced into lying, deceit and subterfuge to hide his habit. He resorts to dishonest methods or unclean methods to obtain his cigarettes. His blood stream is fouled to the damage of his mental and physical heritage. His associates are invariably of a similar kind and, through them, he is usually led ultimately to infractions of the law to a minor or major degree." We do not get around much and had no idea things were so bad. Clearly, cigarette smoking must be stopped. Inasmuch as we are pretty busy trying to prevent the repeal of prohibition, we shall be unable to devote much time to the work. We, therefore, delegate Mr. Egan to stop it. This is to say our heart is with him. Ever since we noted that many thousands of young men were rejected for service in the late war because cigarette smoking had undermined their constitutions, we've been against the cigarette. But our objection to it is that it's a poor smoke.

SPEAKING of pipes, Odd McIntyre advances the theory that there is an affinity between pipe and cheese. The only time I hanker to smoke, he writes, is after eating cheese, and instead of the cigarette, it is for a pipe. Speakeasies and highfalutin restaurants, he continues, have done much to keep the pipe in the background in America. The pipe goes with a pewter of ale at twilight on a well-polished bench of a White Boar Inn. I like to watch Bob Brinkerhoff's unashamed affection for his old blackened briar. He caresses the elbow with his fingers, rubs it on his coat sleeve to peer into the dim shine. This is his company pipe. On his drawing board he has a charred corncob with the most robust odor ever encountered outside a tan yard. Appropriately, he calls it "Old Jasper." Christopher Morley is New York's most devout pipe smoker. My father's black porter, Hannibal, reminisces Odd, smoked a pipe constructed of an acorn and a straw. But always left it in a niche in the courthouse a block away, it was that vigorous. I was once to the windward of Hannibal and his pipe in a surrey and this was one reason they never thought they'd raise me.

IN HIS devotion to Lady Nicotine, there's nothing choosey about Jack Lait, who is described by O. O. McIntyre as indefatigably producing more copy than any other newspaperman on the Atlantic seaboard. While at work he consumes cigars, cigarettes and pipe constantly, and he must be always at work, because he averages 4,000 words a day, seven days a week. What a two-fingered speed fiend that scribbler is! It is not difficult to believe that he wears out a half dozen typewriters a year, but I'm wondering why no mention is made of chewing tobacco and snuff.

Rosier Outlook for Tobacco Industry

Trade Is in Liquid Condition and Medium Grades Are Finding Good Market

By Col. A. B. CARRINGTON

President, Tobacco Association of the United States

THE 1932 crop of bright tobacco was the smallest bright crop we have had for a number of years. The crop of Dark Virginia tobacco was the smallest on record. The Burley crop was of moderate size, the poundage being somewhat less than the previous year. The dark crops of Kentucky and Tennessee were also smaller than in former years.

For the 1932 crop the average on bright tobacco was $11.41 as compared with $8.47 in the 1931 crop.

The average on Dark Virginia tobacco was $6.57 in 1932, against an average of $5.77 in 1931.

The Burley average was $12.39 in 1932 against an average of $8.63 in 1931.

The Eastern District Dark Fired Kentucky and Tennessee average for 1932 is estimated at $6.89 against $5.89 in 1931.

The Western District Dark Fired Kentucky and Tennessee average for 1932 is estimated at $4.23 against $3.63 in 1931.

There was a large carry-over of 1931 and previous crops of bright tobacco, perhaps the largest carry-over at the beginning of the 1932 season than has been the case for a number of years. Owing to the small crop of bright Virginia in 1932 this surplus has been largely absorbed; and it is very probable that the inventories of bright tobacco owned by dealers today are smaller than they have been for a long time. Dealers will go into the 1933 crop in better position as regards inventories than it was thought possible at the beginning of the season. The same remarks will apply in a greater or less degree to types other than bright tobacco.

Trading has been very active in all lines of tobacco, the demand, however, being much stronger on common and medium tobaccos than for the higher price types; and a larger per cent. of the carry-over of the 1932 crop will be of the better grades of tobacco.

Financial statements of the large tobacco manufacturing companies indicate a profitable year in 1932. Their satisfactory profits are the result of economical management and an extensive business.

Relations between labor and capital in the tobacco business are apparently good.

A committee from the association visited Washington to interview Secretary of Agriculture H. A. Wallace regarding the Farm Relief Bill. This committee gave Mr. Wallace all information possible in regard to tobacco; and before legislation affecting tobacco becomes operative, a committee from this association will be appointed to take up this matter again with the Secretary of Agriculture and will protect as far as possible the interests of the tobacco trade. Eventually all lines of trade affected by the Farm Relief Bill will be called in for consultation.

What effect the Farm Relief Bill will have on tobacco I am unable to say. The Government is going to make some effort to stabilize prices; but in order to do this they have got to inaugurate a tremendous amount of governmental machinery; and what the outcome will be neither the Secretary of Agriculture nor anyone else is able to predict at this time.

As I understand it the object of the Farm Relief Bill is to avoid overproduction and to establish a moderately safe price at which tobacco can be raised and marketed. If they can do this they will have accomplished something of great benefit to the trade.

Overproduction means that after the manufacturers obtain their supplies a certain quantity will be exported, after which there will be left on hand a certain amount of tobacco regarding which one of two things has got to happen: the farmers have got to hold it—and this they are ill prepared to do; or speculative dealers have got to take it and incur the expense of redrying, storing, insuring, etc., and hold it until something happens to cause a decided reduction in the crop, which will enable them to get rid of it; and this decided reduction will not take place unless the tobacco sells so low that the farmers are unable to raise it profitably.

The price of the tobacco bought by the manufacturers depends largely on what they can get for the manufactured article, and the trend of trade is towards a cheaper product. In previous years the average has been brought up by a small proportion of the crop bringing high prices on account of the tobacco being of a particularly fine character; but the diminished amount of this class of tobacco now used either in this country or abroad has reduced very greatly the demand, and, consequently, active competition; and this has resulted in lowering the values of these tobaccos. Medium grades, which are taken as a substitute for these finer tobaccos have recently found a good market; but the price is not high enough to make any large profits for the farmer.

The common grades, used both in domestic manufacture and for export, have to come in competition with a very large amount of tobacco grown in the foreign countries, the bulk of which sells at very low prices, and with which shippers from this side can very rarely compete after putting on the charges for redrying, freight and selling expenses; and the trade has to be made at a very low price and on a rather small margin of profit.

The suggestion that the Government will help only the farmers who will sign up or promise to reduce materially their crops is an exceedingly hard proposi-

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Famous 1730 Virginia Tobacco Law

By DR. HENRY R. McILWAINE

Virginia State Librarian

IN the 1730 session of the General Assembly were passed three laws in reference to tobacco, but the one entitled "An Act for Amending the Staple of Tobacco; and for Preventing Frauds in his Majesty's Customs" is the one to which I refer as the great tobacco act of that year. Of the other two, one was an act making it a felony punishable with death to burn a tobacco barn or tobacco warehouse, and the other had for its object the certain prevention of the tending of suckers (sometimes called slips and sometimes seconds), that is, inferior leaves that not infrequently put out from stalks of tobacco plants from which the good leaves have been cut. The object of this law was to guard in the fields against what had by experience been found to be the great source of inferior tobacco.

The object of the great act was to continue by inspection the guarding of the quality of the staple and to make all regulations necessary to improve the trade in tobacco in every respect. The act as printed in Hening's *Statutes at Large,* Vol. IV, is twenty-four pages in length—one of the longest acts in all Hening's thirteen volumes. It is the first Virginia law ever separately printed and sold. Copies of it were sold to planters not only in Virginia but in Maryland and probably in North Carolina. It was hoped at the time, and believed, that Maryland would almost immediately pass a similar act, but this was not actually done for more than fifteen years.

The tobacco trade of Virginia had been suffering for several years for various reasons, but especially because of a war between England and Spain; a war which, however, by this time had come to a close. It was a propitious time, accordingly, for the examination of the laws of the Colony in reference to her great staple, their strengthening, and what we would call today their codification. At the beginning of the session Sir William Gooch in the customary speech to the two houses of the Assembly spoke of the deplorable condition of the tobacco trade and of the absolute necessity for improvement, and announced that he had a detailed plan drawn up which he would shortly submit for the consideration of the two houses and such improvements as appeared necessary. He also announced that this plan had already been discussed and approved by the English Board of Trade and commended by the English merchants. This was a great help, because every act passed in Virginia had to be sent to England for acceptance or rejection by the King in Council, who always relied on the judgment of the Board of Trade. This tobacco plan, accordingly, if not radically amended in its passage through the General Assembly, could go into effect in a few months.

The plan was taken up with enthusiasm by the House of Burgesses, thrown into the form of a bill, discussed at length in every detail, amended here and there, and sent to the Council, by which further amendments were made, which had to be discussed by conference committees. Finally the act was passed, signed by the Governor, sent to England, and promptly accepted.

One, reading this act and comparing it with former acts, will not find many new principles incorporated or objects aimed at, but he will be struck with the greater clearness of expression and with the machinery set up for the execution of the law. He will find also that provisions of earlier laws proved unsuitable have been eliminated. The act was written in the main by John Clayton, Attorney-General of the Colony, and representative of Williamsburg in the House of Burgesses, one of the ablest men of his day.

The law's main features were as follows:

All tobacco was to be brought to a public warehouse, where it was to be closely inspected. None was to be exported except from one of the public warehouses after close inspection, and all exported was to go in cases, casks, or hogsheads, no shipment in bulk being allowed.

Every master of a vessel coming into the Colony for the purpose of lading tobacco was to take an oath that he would take on board tobacco at some appointed warehouse only and only in hogsheads or cases or casks stamped by an inspector legally appointed. The master who took on board any tobacco from any other place than a legal warehouse or any parcel not legally stamped or any tobacco in bulk, was subject to severe penalty.

No bulk tobacco was to be taken on any sloop or other vessel on any pretense whatsoever, but tobacco in hogsheads or casks or cases might be taken to the warehouses in vessels.

It was made a felony for the master of any vessel employed to carry tobacco to a warehouse to deliver it at any other place or to tamper with it in any way —unless compelled by stress of weather.

There were to be three inspectors, most skilful judges of tobacco and men of high character appointed by the Governor with the advice and consent of the Council, for each of the warehouses, who should closely inspect all hogsheads, casks, and cases of tobacco brought in and if the tobacco were found to be good, the weight thereof was to be stamped on the container, with the amount to be allowed for tare, that is the weight of the container. The name of the warehouse was also to be stamped thereon.

For such tobacco as was brought to one of these warehouses which was to be used for the discharge of debts in Virginia and not for export, the inspectors were to give to the persons bringing it in promissory notes minutely descriptive of the tobacco received, whether sweet scented, or Oronoko, stemmed or leaf. These promissory notes were to pass current in all transactions in which tobacco might be used in payment at a valuation fixed according to the kind (whether sweet scented or Oronoko), state (whether stemmed or leaf), weight, and the prevailing price in the county in which the issuing warehouse was located and immediately contiguous counties. The actual tobacco was to be delivered on demand to the last holder of the note. Allowance was to be made for tare to persons bringing in the tobacco to be used in payment

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IT'S FUN TO BE FOOLED
TODAY'S FEATURE
AL and MAY-
Mind Reading Act
Copyright, 1933, R. J. Reynolds Tobacco Company
I SAW A MAR-VELOUS MENTAL ACT AT THE THEATRE LAST NIGHT—
HERE'S WHAT HAPPENED
— A MAGICIAN CAME DOWN FROM THE STAGE AND I GAVE HIM MY WEDDING RING. HIS BLINDFOLDED ASSISTANT ACTUALLY READ OFF OUR INITIALS AND THE DATE.
WHAT HAVE I IN MY HAND?
IT'S A PLATINUM WEDDING RING. INITIALS INSIDE WH-TO M-H. MARCH 15, 1928
IT'S SECOND SIGHT.
YOU'RE BOTH WRONG—
NO, IT'S MENTAL TELEPATHY.
—THE TRICK IS THEY HAVE A CODE. THE GIRL GETS THE MESSAGE BY LISTENING FOR THE FIRST LETTER IN EVERY WORD OF THE MAGICIAN'S TALK. SOMETIMES THE GIRL CAN EVEN "READ" THE SERIAL NUMBERS ON A DOLLAR BILL.
WANT A CIGARETTE?
YES, BUT NOT THAT KIND
WE SMOKE THESE BECAUSE THEY ARE SUPPOSED TO BE MILDER.
THE TRUTH IS THAT CAMELS ARE MILDER. THEY USE MORE EXPENSIVE TOBACCOS. TRY ONE, GIRLS, AND YOU'LL CHANGE YOUR BRAND!
THANK YOU, BILL—I'LL TRY ONE AND SEE.
BILL, I BELIEVE YOU'RE RIGHT ABOUT CAMELS.
WHY DO THEY HAVE SUCH A MILD, RICH FLAVOR?
"IT'S THE TOBACCO THAT COUNTS"
—IT'S MORE FUN TO KNOW
Camels are made from finer, MORE EXPENSIVE tobaccos than any other popular brand. You'll appreciate the mildness...the flavor...the added pleasure of costlier tobaccos.
CAMEL
A MATCHLESS BLEND
BE A MAGICIAN
FREE—SEND NO MONEY—FREE
36-PAGE ILLUSTRATED MAGIC BOOK CONTAINING 23 MYSTIFYING CIGARETTE, CARD, AND COIN TRICKS. YOU CAN FOOL THOSE "WISE GUYS" THAT KNOW IT ALL, WITHOUT SKILL OR PREVIOUS EXPERIENCE. MAIL ORDER BLANK AT RIGHT WITH FRONTS FROM FIVE PACKS OF CAMELS.
Magicians' Cigarette Tricks
R. J. Reynolds Tobacco Company, Dept. 56-D, Winston-Salem, N. C.
I enclose fronts from 5 Camel packs.
Send postpaid Free Magic Book.
Name
Street
City
State
NO TRICKS IN CAMELS—JUST COSTLIER TOBACCOS

NEWS FROM CONGRESS AND FEDERAL DEPARTMENTS

FROM OUR WASHINGTON BUREAU 622 ALBEE BUILDING

FAILURE of industry to cooperate with the Government by voluntarily submitting codes ending the era of low wages and long hours will undoubtedly bring about an assumption by the Administration of stricter control powers, according to Donald R. Richberg, general counsel to the National Recovery Administration.

The next sixty days will determine whether the industrial recovery act, with its plan to control industry, will succeed, he declared. Should it fail, he warned, "the advance of political control over private industry is inevitable."

There is no choice, Richberg declared, between "intelligently planned and controlled industrial operations and a return to the gold-plated anarchy that masqueraded as 'rugged individualism'. There is only the choice between private and public election of the directors of industry.

"If the privately elected boards of directors and the privately chosen managers of industry undertake their task and fulfill their responsibility they will end all talk o dictatorships and governmental control of business," he continued. "But if they hold back and waste these precious hours, if they take counsel with prejudice and doubt, if they fumble their great opportunity, they may suddenly find that it has gone forever."

Expansion of export trade through the financial support of the Reconstruction Finance Corporation, which would provide backing for the foreign shipment not only of agricultural products but also of industrial manufactures, is under consideration by the Administration.

It has been pointed out by exporters that competition in the foreign field now must be based, not merely on low costs but also on readiness to grant credit and on the creation of machinery whereby producers can collect the proceeds of their sales in their own currencies.

Many foreign governments, either directly or through government-controlled banks or other agencies, have already undertaken to finance exports of their own producers and it is held to be increasingly essential that the United States take similar action.

Negotiations between export interests and Government officials have been going on quietly over a long period, it has been learned. Interest of the administration was aroused when it was shown that there are many countries which have been selling more to us than they have purchased here. Reciprocal trade agreements may be worked out with these countries and financial aid offered American manufacturers and exporters interested in those markets.

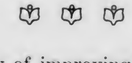
Steadied by the new taxes provided in the 1932 revenue law, Federal income finally has ceased its downward trend, revenue collections for the fiscal year ended June 30, last, totaling $1,616,223,408, an increase of more than $58,000,000 over the 1932 total of $1,557,729,042, according to figures just released by the Treasury Department.

The increase in tax revenues was due entirely to the levies of the 1932 law, aided to some extent by the beer revenue which began to come in in April, income tax receipts again showing a heavy decline.

Receipts from the miscellaneous taxes totaled $869,440,211 for the fiscal year 1933, compared with $500,972,345 for 1932, but income taxes totaled only $746,783,196 against $1,056,756,697, it was reported.

The loss in income taxes was divided between corporations and individuals, the former paying during the year just closed $395,302,432 against $629,566,115 in 1932, and the latter $351,480,764 against $427,190,581.

New York was the heaviest taxpayer among the states, with a total of $375,242,443 compared with $394,989,204 the preceding year, followed by North Carolina with $213,475,771 against $231,138,981.



Telling a story of improving business, postal receipts at fifty selected cities throughout the country in June showed an increase of $2,982,251, or 13.55 per cent., over the corresponding month of 1932, according to figures just made public by the Post Office Department.

There were but two cities out of the fifty which showed decreased postal receipts for the month—Detroit, Mich., and Dayton, Ohio. New York City reported an increase of 13.84 per cent., but the largest increase, 40.3 per cent., was experienced at Akron, Ohio.

Significantly, the increases were not confined to any particular area, but included post offices throughout every section of the United States. Total receipts for June at these offices were $24,988,394 against $22,006,142 for the same month a year ago.

Granger smokes right in a pipe

because it is made for pipes. It is the right cut. It has the right flavor and aroma. It's what it says it is—made for pipes. And folks seem to like it.

A sensible package
10 cents

Granger Rough Cut

—the tobacco that's MADE FOR PIPES

© 1933, Liggett & Myers Tobacco Co.

Just Urges Distributors to Join

C. A. Just, president of the National Association of Tobacco Distributors, has sent the following to distributors throughout the country pointing out the advantages of membership in such an organization and urging them to join:

"As you know the Government in accepting codes in accordance with the Recovery Act will deal only with such industries and divisions of industries which are national representatives of that group.

"It is fortunate that we tobacco distributors have the means for such representation in The National Association of Tobacco Distributors. While other industries are frantically completing organization plans, the N. A. T. D. is free to proceed with its important function in respect to the Recovery Act. The National Association of Tobacco Distributors is recognized by the Government as the spokesman for the distributors. Its membership justifies this recognition, yet we urge all distributors, who have not associated themselves with the organization, to do so at once.

"The Government will not deal with you alone."

Bayuk at Capacity

Bayuk Phillies, that good five-cent cigar of Bayuk Cigars, Inc., which took the country by storm by dropping into the five-cent class on January 1st, is maintaining its popularity in splendid shape and keeping the plants of the company at capacity production in order to keep the distributors throughout the country supplied.

G. L. Branzell, Bayuk territorial manager, has been working with F. L. Brunsey and Barrow Penn & Co., Bayuk distributors, in the Roanoke, Va., territory, with good results.

A substantial increase in placements of Bayuk cigars has resulted in the Toledo territory through an intensive campaign just completed in that territory through Walding, Kinman & Co., distributors, and Charles Steffens, Bayuk Ohio territorial manager.

Schulte to Raise Cigarette Prices

According to reliable reports, the Schulte Retail Stores Corporation on Monday will advance the retail price of all popular brands of cigarettes 10 per cent. Although other retail chains have made no announcement, generally higher retail prices are expected. When established, an advance in wholesale prices will be made, according to trade estimates. An advance in wholesale prices has been anticipated by the trade for several weeks, and to this fact is attributed the greater part of the increased cigarette production reported for the month of May.

Duys Expected Home on Monday

John H. Duys, head of the leaf tobacco firm of H. Duys & Co., Inc., New York City, and also head of the Associated Cigar Manufacturers and Leaf Tobacco Dealers organization, is expected to return to headquarters on Monday. Mr. Duys has been in Amsterdam for several weeks, attending the Sumatra inscriptions there.

1730 Virginia Law

(Continued from Page 10)

of tobacco debts, and warehouse and inspectors' fees were fixed.

All tobacco shipped was to be put on board at the expense of the owners of the tobacco, the shipmasters being required to keep hands off, but for each hogshead so put aboard the shipmaster was to pay the owner four shillings. If a shipmaster himself, however, became the owner in any transaction of a hogshead of tobacco he might transport such hogshead aboard his own ship by means of his own small boats and sailors.

Not all sections in Virginia were equally distant from one or another of these warehouses and an attempt was made at equalization in so far as payments for tobacco were concerned by making allowance for those distances.

All tobacco whatsoever due and payable for any public, county, or parish levies, or for discharging quit rents, or for secretary's, clerk's, sheriff's, surveyor's, or other officers' fees, was to be inspected at one of these public warehouses and actual payment made in the tobacco notes heretofore described, which were the only legal tender in such cases—not even the tobacco itself or gold or silver being excepted.

In order to prevent the carrying to Maryland of such tobacco as could not pass inspection in Virginia, it was provided that no tobacco whatever could be transported to Maryland either by land or water unless it had been inspected and stamped at one of the warehouses. Stringent regulations were made to insure the carrying out of this provision of the law.

Necessary scales and weights for use at the warehouses were to be provided.

The size of hogsheads was regulated.

Tobacco not passing inspection was to be burnt.

Strict accounts of the weights of all hogsheads, casks, and cases delivered to shipmasters were to be kept by the inspectors, and the masters had to deliver agreeing accounts to the naval officers (that is, collectors) who cleared the ships.

(Concluded in Next Issue)

Sommerfeld Off for Europe.

F. W. Sommerfeld, of the F. W. Sommerfeld Cigar Co., Miami, Fla., manufacturer of the Dulce and Verdi, and other high-grade private brands of cigars, sailed from New York on Wednesday, accompanied by Mrs. Sommerfeld, for Europe, where they will spend the summer.

Mr. Sommerfeld was appointed a director of the Florida Cigar Manufacturers Association, at their recent meeting, and attended the meeting of cigar manufacturers held at the Hotel New Yorker on Tuesday, where plans were discussed for the formulating of a national code of practice for the cigar manufacturing industry.

Austrian Nazis Ban Cigarettes

According to reports, Vienna afternoon newspapers on Monday reported that the Austrian Nazis are planning to demonstrate their strength by a thirty-day strike on cigarettes against the Federal tobacco monopoly.

Cigarists Catch Croakers

Members of the tobacco industry enjoyed a splendid trip on last Sunday, when a party of nine journeyed to Delaware Bay and there embarked for a day's fishing. The party included three members of the Yahn & McDonnell organization, and members of other tobacco companies in Philadelphia. They all returned with that healthy complexion, which is so much sought after by city dwellers, and, believe it or not, they also brought back an average of twenty-two fine croakers each.

Tints at Chicago Fair

Harry Tint, who operates the high-grade cigar store at 1420 Chestnut Street, and who was recently elected a director of the National Retailers Association at their meeting held in New York, has left, with Mrs. Tint, for a visit to the Century of Progress Exposition in Chicago, via Buffalo and the Great Lakes. They expect to be away about ten days.

Demand for Imported Cigars

I. B. White, manager of the cigar department of John Wagner & Sons, reports a fine increase in demand for imported cigars, running from 25 to 30 per cent. during the past two weeks. Mr. White attributes this fine increase to the fact that there has been a general increase in business and a more optimistic feeling prevailing, which has caused old-time seekers of imported cigars to return to this class of merchandise.

Benjamin Lumley, who is now representing the Garcia y Vega, Tampa, Clear Havana cigar factory exclusively in this section, has been spending the past two weeks in Philadelphia visiting the trade. Mr. Lumley reports an increased call for his brand, with business conditions greatly improved during the past thirty days.

John Wagner, of John Wagner & Sons, has just returned from a trip among the trout streams in Northeastern Pennsylvania, where he secured his full quota of the "speckled beauties."

H. C. Harris, Paulsboro, N. J., retailer, reports a splendid call for M. Marsh & Sons, Wheeling, W. Va., products in his territory.

Trade Notes

The Don Sebastian cigar, a product of Arango y Arango, Tampa, and distributed here by John Wagner & Sons, has been showing a steady increase in demand for several weeks.

Abe Caro, A. Santaella & Co., ran over from New York this week to visit Yahn & McDonnell and check up on sale and distribution of Optimo. Optimo sales continue to hold their place well out in front in this territory.

G. B. Saunder, factory representative for Waitt & Bond, Inc., was in town this week promoting the distribution and sale of their Totem brand, retailing at five cents. There has been a very noticeable increase in the sale of this brand as the result of his good work.

N. E. Nichols, better known as "Kid," was a visitor at John Wagner & Sons, last week in the interest of his brand, the Belinda imported cigar. Mr. Nichols reports business very, very good and, personally, feels highly optimistic about future business for his brand.

Mannie Perez, of Marcelino Perez & Co., Tampa manufacturers of fine clear Havana cigars, was in town last week, and visited Yahn & McDonnell headquarters. Mannie reported that business was unquestionably on the upward trend, and future prospects were very bright for his brands.

Jack Anker, who is well known in Northern New Jersey territory as sales representative for Geo. Zifferblatt & Co., having been promoting the distribution and sale of the Habanello cigar there for the past two years, has been also put in charge of the local sales organiaztion in this city. Mr. Anker is well liked and sales of that popular brand in this territory are sure to show an appreciable increase under his guidance. He will also continue to visit his former territory from time to time and keep his capable hand on the helm there also.

Col. Carrington's Address

(Continued from page 8)

tion to work out practically; but before this is put into operation by the Department of Agriculture the tobacco people as well as the farmers will have an opportunity to be heard; and I think what our committee will suggest will have considerable weight with the Secretary of Agriculture.

We have also been active in supporting the efforts of the administration in Washington to include American-grown tobacco in the London Economic Conference, with a view to negotiating reciprocal arrangements that will restore the tobacco markets abroad; and we have the implied consent of the Secretary of State to appoint unofficially a practical tobacco man to attend this conference. The Louisville Tobacco Board of Trade has appointed Mr. G. O. Tuck, of Louisville, as unofficial delegate to the conference; and it is with much satisfaction that the Tobacco Association has been able to secure Mr. Tuck as its representative also. We hope this conference will result in some good to the tobacco export trade.

The farmer should recognize that the farm is a home with all the opportunities to be independent; and we hope that the various national and state agencies now at work will continue their efforts to convince the farmer of the necessity of diversifying his crops and living at home, and then raising only the amount of cotton and tobacco of which he can properly take care of.

We also had a committee to go to Washington to protest against the proposed legislation affecting working hours, the first proposal being to set a limit of a thirty-hour five-day week. Your committee will continue to handle this matter and we hope to be successful in arranging this in such a way as not to work a hardship on the tobacco trade.

If the six-hour, five-day week, proposed labor bill is enacted, it will in my opinion work a great hardship on the tobacco industry. It will be particularly hard on employees.

Also we have been instrumental in getting the warehousemen of Virginia and North Carolina to effect an organization that will abate some of the evils that have crept into the warehouse business. At a recent meeting in Danville they adopted rules and regulations that will be beneficial not only to the warehouse business but to the tobacco trade as a whole. Out of this meeting has grown the Virginia-Carolina Warehousemen's Association. Other associations along similar lines are being formed in the eastern and southern districts.

It is appropriate to bring again to your attention the successful effort made several years ago by this association through a committee, in securing an appropriation from the United States Department of Agriculture, to be used in exterminating the tobacco weevil. Mr. W. D. Reed, government entomologist, who was appointed to take charge of this matter in this section, still maintains his headquarters in Richmond. He has been exceedingly useful in giving advice and assistance to the tobacco trade. His efforts have met with decided success, and his office is available to any tobacco man needing assistance along this line.

Money has been perhaps one of the cheapest commodities during the past year. In the small crop of 1932 financing has probably been an easier matter than has been the case for a number of years. Most dealers have practically sold out, and stocks of tobacco now on hand are small. The financial position of most people in the tobacco trade is very much better than it has been for a number of years. The trade, generally speaking, is in a very liquid condition.

We are more or less familiar with the considerably decreased production in 1932 in the United States; but it appears this was the case in numerous other countries. I am not in position to give any particular reasons for the reduction in foreign countries. However, the depressed condition throughout the world no doubt has had its effect. In our own country the proposed acreage at the time plants began to come up was considerably greater than the acreage finally planted, the beds having been cut short by "blue mould." This disease also affected quite a lot of tobacco after it had been transplanted. There were produced in the United States in 1931 of all types, 1,604,000,000 pounds valued at $131,546,000, and in 1932 1,033,000,000 pounds valued at $110,566,310.

The decrease in production by American manufacturers in 1932 was very noticeable in all types. The smoking tobacco consumption did not suffer such a proportionate reduction as did cigarettes, which was doubtless brought about by smokers rolling their own cigarettes from prepared package tobacco.

North Carolina heads the list in the amount of stamp taxes paid on manufactures, with Virginia second and Kentucky third. The total amount of stamp taxes paid into the United States treasury in 1932 was $385,873,531.28 against $422,939,143.68 in 1931, a decrease for 1932 of approximately thirty-seven million dollars. Tobacco is one of the largest sources of revenue to the Federal Government and the stamp tax is collected at a minimum of expense.

Exports for the year 1932 have shown a sharp decline. One contributing factor is the decreased production during the year; another is the obvious effect of the disturbed exchange condition throughout the world. The last factor—the lessened use by foreign manufacturers of American-grown tobacco—is one of serious nature.

Since the United Kingdom is still the largest foreign consumer of American-grown tobacco it is interesting to note that in the first ten months of 1930 Great Britain purchased from the United States 133 million pounds of unmanufactured tobacco, and from her colonies thirty-two million pounds. Empire shipments in that year were a little less than one-fourth of those from the United States. For the first ten months of 1932 Great Britain imported from the United States eighty-three million pounds of unmanufactured tobacco, and from her colonies forty-two million pounds.

These facts are startling. However, our foreign markets are yearly increasing in number, for in 1932 American-grown tobaccos were exported to practically every quarter of the globe, 408 million pounds being shipped to ninety-four countries. As statistics will show, the exportation of several types indicates an increase over 1931. This, however, was absorbed in the decrease, mainly, of the bright flue-cured type. The value of our exported tobaccos in 1931 was around 111 million dollars, and in 1932 around sixty-six million dollars.

Statistics show that we received around ninety-six million pounds of tobacco in 1931 and around sixty-seven million in 1932. This reduction in imports was brought about largely by the decreased manufacture of cigarettes and cigars, and, as in the case of exports, the disturbed exchange conditions. The countries supplying our foreign-grown tobaccos in 1932 numbered twenty-seven, the bulk, however, coming from Porto Rico, Greece, Cuba, Italy, Turkey, Philippine Islands, Netherlands, United Kingdom and Belgium. The value of tobaccos imported in 1931 was $47,157,138, or an average of $48.94. The value in 1932 was $26,602,998, or an average of $49.80.

The acreage in the Bright District of Georgia, South Carolina, Eastern Carolina, Old Belt North Carolina and Virginia will show an increase over last year. The crop in these sections was planted under favorable conditions rather earlier than usual, and with favorable weather from now on will result in an increased yield, and a crop planted early usually produced good tobacco.

The estimate of the bright crop now for 1933 is 625/675 million pounds, which is a considerable increase over last year, the entire crop for 1932 being around 370 million pounds.

In view of the small stocks of previous crops carried over, and the increased demand for cigarette types, the amount estimated for 1933 is not regarded as excessive in the trade.

There has been a considerable increase in acreage planted in Dark Virginia, this crop also being planted under favorable conditions. It is now estimated that this crop will be around 25/30 million pounds against a crop of about thirteen million in 1932.

From the best reports we are able to get, the Burley acreage has been considerably increased over last year, and the usual crop will be planted in the Dark Kentucky and Tennessee Districts.

Tampa Production Increasing

Tampa cigar factories during the month of June produced a total of 26,406,016, as compared with 24,617,339 in May. While production still lags behind that of 1932, there is an encouraging feeling prevailing that business conditions are steadily improving, and will continue to do so for some time to come, until they more nearly approximate the so-called normal.

June production by classes was as follows: Class A—15,725,000; Class B—464,000; Class C—7,936,000; Class D—2,241,000, and Class E—39,000.

Eddie Cantor—New Cigar

W. H. Snyder & Sons, Windsor, Pa., manufacturers of good cigars, have launched a new brand on the market under the title of Eddie Cantor. The new brand retails at five cents, and, through a highly advantageous purchase of high-grade wrapper and filler tobacco, offers a quality brand at this popular price.

Dunhill May Change Stock Par

Dunhill International, Inc., has notified the New York Stock Exchange of a proposed change in authorized capital stock from 20,000 preferred shares, $100 par, and 200,000 common shares of no par, to 150,000 shares of common stock of $1 par value. Each present share of common to be exchanged for one new share.

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OUR HIGH-GRADE NON-EVAPORATING

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Make tobacco mellow and smooth in character and impart a most palatable flavor

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Write for List of Flavors for Special Brands

BETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS

FRIES & BRO., 92 Reade Street, New York

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OFFICE AND FLOORS FOR CIGAR MANUFACTURING OR STORAGE—No parking restrictions; good location; low rent; freight elevator and loading platform. Will divide. Metals Coating Company of America, 495 North Third Street, Philadelphia.

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BEER WITHOUT CIGARS, IS LIKE KISSING WITHOUT LOVE—Adopt as your slogan, "Kiss your beer, but love your cigars." Specially those Havana blended, "Good to the last Puff," manufactured by A. Ramirez & Co., Post Office Box 1168, Tampa, Fla. Write them for particulars today.

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WE'LL WRITE YOUR SALES LETTERS FOR YOU—Put on an effective direct mail campaign that will create sales—prepare your advertising copy—furnish jingles, slogans, cartoons and other artwork, etc., etc. We operate a clearing house of complete creative service. **Writers and Artists Bureau,** 236 Chestnut Street, Philadelphia, Pa.

Tobacco Merchants' Association Registration Bureau,

341 Madison Ave. NEW YORK CITY

Schedule of Rates for Trade-Mark Services Effective April 1, 1916.

Registration,	(see Note A),	$5.00
Search,	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

TRANSFERS

RICHCRAFT:—46,202 (Tobacco Merchants' Association). For all tobacco products. Registered May 24, 1933, by Consolidated Litho. Corp., Brooklyn, N. Y. Transferred to J. S. Garvett Cigar Co., Inc., Philadelphia, Pa., June 30, 1933.

THE CHALFONTE:—24,470 (U. S. Tobacco Journal). For cigars, cigarettes, cheroots and tobacco. Registered July 22, 1901, by Theobald & Oppenheimer Co., Philadelphia, Pa. Transferred to the Consolidated Litho. Corp., Brooklyn, N. Y., and re-transferred to J. S. Garvett Cigar Co., Inc., Philadelphia, Pa., June 30, 1933.

CHALFONTE:—45,750 (Tobacco Merchants' Association). For all tobacco products. Registered July 1, 1930, by the Consolidated Litho. Corp., Brooklyn, N. Y. Transferred to J. S. Garvett Cigar Co., Inc., Philadelphia, Pa., June 30, 1933.

SUTTON PLACE:—45,068 (Tobacco Merchants' Association). For all tobacco products. Registered September 15, 1927, by Nic. Althaus Co., New York, N. Y. Transferred to Goldwater & Martin, New York, N. Y., and re-transferred by John H. Martin, successor to Goldwater & Martin, to Louis B. Lipton and Arthur Friedman, Brooklyn, N. Y., June 28, 1933.

THE GARGOYLE:—31,255 (U. S. Tobacco Journal). For cigars, cigarettes and cheroots. Registered January 24, 1906, by A. C. Brenckle Co., Milwaukee, Wis. Transferred to C. Fernandez Co., Milwaukee, Wis., February 25, 1933.

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"If they are only half as interested in reading it as we ourselves are, we're glad our ad is in it regularly"—

says an advertiser.

AUGUST 1, 1933

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VOLUME 53 No. 15

THE TOBACCO WORLD

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The importance of attractive and dependable containers for fine cigars is recognized by the progressive cigar manufacturer.

Generally the brands that are increasing their goodwill in this present analytical market are packed in the *new improved AUTOKRAFT cigar boxes.*

Cigar Manufacturers who have not investigated the value of the merits and economies of the splendid and inviting package may obtain complete details promptly by addressing the AUTOKRAFT BOX CORPORATION.

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WOODEN BOXES

Are the Only Natural Humidor for Cigars.

Pack your cigars in wooden boxes and preserve their delicate aroma, mellowness and flavor right up to the time they are passed over the counter to the customer.

Discriminating cigar smokers prefer to select their favorite brand from a wooden box—and it's good business to cater to the dealer and consumer by packing your cigars in wooden boxes.

THE TOBACCO WORLD

Vol. 53 AUGUST 1, 1933 No. 15

Unified Code For Tobacco Industry Now Awaits Quick Action from Cigar Men

POSSIBILITY of the early completion of a unified code for the tobacco industry, to be submitted to the National Recovery Administration by the National Tobacco Council for the various groups of manufacturers, the wholesalers and the retailers, emerges as the result of a series of meetings in New York and Washington and the distribution of a questionnaire seeking detailed information from cigar manufacturers. As soon as possible after the receipt of the information sought, the cigar manufacturers will add their tentative code to those already formulated by the wholesalers, the retailers, and the manufacturers of cigarettes, smoking and chewing tobacco, and snuff.

Harvey L. Hirst, chairman of the Special Cigar Manufacturers' Committee of the Associated Cigar Manufacturers and Leaf Tobacco Dealers, announced that the law firm of Breed, Abbott & Morgan, which prepared and sent out the questionnaires, was retained to assist in the preparation of the code and to act as a disinterested recipient of the confidential information which is required.

"As you know," says the letter accompanying the questionnaire, "the purpose of this Act is to promote national prosperity by giving additional employment and increased purchasing power to those employed. Manifestly, this can only be done by any particular industry in so far as it can assume the additional burdens thereby imposed.

"If the purpose of the Act is to be accomplished, it is essential that those proposing a fair and reasonable Code to govern the industry should have complete information as to the industry, both at present and in the past years, to the standard of which it is proposed that the industry should return. The enclosed questionnaire has been prepared in order to give this information. You will note that information is requested as to 1926, 1929, 1932 and 1933; 1926 is selected as a normal year, 1929 as a peak year, and 1932 and 1933 as to present conditions. Unless those seeking the establishment of a code which will be fair and reasonable to the industry have such information, there is grave danger that there may be established a code which will not promote industrial recovery, but will be harmful.

"We hereby assure you that information given on this questionnaire will be kept strictly confidential by us and will not be revealed to the committee or any member thereof, or to anyone else in the industry. The information will be compiled by us in order to present properly to the Government the facts as to the industry and to obtain the approval of a fair code, without disclosing the name of the concern furnishing same.

"It is hoped, therefore, that in order that a code may be established in which your interests will be properly protected, you will answer this questionnaire immediately."

The questionnaire covers the following points for the seven six-month periods in the years specified:

1. Total output. 2. Volume in each of the following classifications: Spanish handwork, team handwork without moulds, team handwork with moulds, suction teamwork, machine bunch hand rolling, machine work. 3. Volume in each of the following price classes: 3 for 5c., 2 for 5c., 3 for 10c., 5c., 3 for 20c., 2 for 15c., 3 for 25c., 10c., 2 for 25c., 15c., 3 for 50c., over 3 for 50c.

4. Number of factory employees. 5 Maximum, minimum and average number of factory employees. 6. Number of office and clerical employees. 7. Number of employees under 16 years of age, if any. 8. Hours per week average of factory employees. 9. Hours per week average of office employees. 10. Average earnings per week of factory employees. 11. Average earnings per week of office employees.

12. Is there sufficient labor available in your district to enable you to meet seasonable increase in production during the months of August, September, October and November?

13. If your present employees were limited to forty hours per week, how many additional employees do you anticipate you will require?

14. What percentage of your employees by reason of old age would you be required to lay off due to the establishment of a guaranteed minimum wage applicable to all your employees?

15. Give the number employed, average earnings per hour, average number of hours worked per week, and average weekly earnings in the following departments: Casing, stripping, drying, cigarmakers (operators), packing, banding and cellophaning, shipping, office and clerical, other employees (excluding executives and supervisors).

16. Give the number of people earning the following amounts in the foregoing various departments working a full week, on present operations: Less than $7, $7 to $9, $9 to $11, $11 to $13, $13 to $15, over $15.

17. What were your net profits per 1000 cigars for the various price classes listed?

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"Happily There Are Good 5-Cent Cigars" Says Bayuk in "Action" Advertisement

IN THE June 15th issue of this publication we took occasion to compliment Bayuk Cigars, Inc., on their now famous advertisement, "How long has it been since you SMOKED A CIGAR?" The concluding sentence of the special article expressed the hope that the reaction to the advertisement would be sufficiently impressive to prompt Bayuk to follow it up with similarly effective promotion for the everlasting good of the cigar industry.

Our hope was fulfilled the day after President Roosevelt's radio address on the Recovery Act, when Bayuk released a second advertisement with the thought that the tobacco industry needs visibility along with other major industries at this particular time. The management apparently reasoned that, while the public had been kept advised of the activities in many other large industries, there had been little publicity on the plans of the tobacco industry, so the advertisement was conceived to let the public know that the tobacco industry, as represented by Bayuk, is not unmindful of its obligations at this time.

We subjoin the text of the advertisement and call the attention of readers to the fine altruistic spirit embodied in the penultimate paragraph:

Action!

To meet the public's buying power, on January 3rd, 1933, this company reduced the price of its Bayuk Philadelphia Perfecto Cigar (Bayuk "Phillies") from 10c to 5c—and guaranteed it to be the same identical cigar as when it was America's largest-selling 10c brand.

Cigar dealers were not forgotten. In a few weeks, Bayuk distributed more than $140,000 to dealers as a protection against loss on cigars purchased by them to retail at 10 cents.

The response to this price reduction in Bayuk "Phillies" was immediate. Wherever introduced, it soon became—as it is today—the largest-selling cigar in its price class. We are proud of this success.

But even greater is our pride in what the success of this cigar has done toward the betterment of industry.

It enabled Bayuk to buy over $1,500,000 worth of tobacco from farmers who had little or no market for their crops.

It enabled Bayuk to put living incomes into over 1700 additional homes.

It enabled Bayuk to increase its payroll by more than $1,000,000 annually.

It enabled Bayuk to continue—and to increase—the employment of thousands of salesmen on the payrolls of distributors and dealers.

Last—but not least—it enabled Bayuk to give—and continue to give—the men of America what they have decided is the best cigar value at any price.

This, to date, has been Bayuk's part in hastening recovery—and Bayuk intends to give even more aid. More tobacco will be bought from farmers. At least 900 more workers will be added to our payroll. Every continued cooperation will be extended in the nation-wide drive for recovery.

Incidentally, through this increased action—we expect the production of Bayuk "Phillies" to equal demand in a very few weeks. Happily there are good 5c cigars on the market which Bayuk "Phillies" smokers can purchase during this temporary shortage.

It goes without saying that this company wholeheartedly endorses the principles of the National Industrial Recovery Act.

Hollingsworth Addresses Phila. Dealers

FIFTEEN hours after President Roosevelt appealed on the air for the cooperation of all business men, especially those with small business, in making NIRA effective, a crowded meeting of members of the Retail Cigar Stores Association of Philadelphia unanimously adopted the blanket agreement. They plan to display the "We Do Our Part" blue hawk emblem in the windows of 100 per cent. of the membership.

William A. Hollingsworth, president of the national retail organization, who came over from New York to address the gathering, emphasized the importance of the retailer in the matter of re-employment in the tobacco industry.

The tobacco retailers, he declared, have every reason to believe that that portion of the tobacco code which has to do with price maintenance, the elimination of price cutting and "loss leaders" will be maintained, for the reason that the purposes of the National Industrial Recovery Act will be nullified unless there is an assurance of a reasonable profit to the dealer. Commenting on the report that one of the executives of the local organization had been advised to "lay off" in his association activities, Mr. Hollingsworth said that sabotage at this time is as serious as would have been the selling of German bonds in this country during the World War.

President Morris Levitone, who opened the meeting, turned it over to the earnest and eloquent Max Bernfeld, chairman of the Executive Committee of the Philadelphia organization and vice-president of the Retail Tobacco Dealers of America. Other addresses were made by Samuel Magid, secretary, and Major W. D. Wilkes, of the Philadelphia Chamber of Commerce.

The meeting was held in the centrally-located St. James Hotel, which, under the management of the popular and efficient Joe Donovan, is rapidly becoming Philadelphia's favorite gathering place for organizations of all kinds.

Importance of Retailers' Organization

By WILLIAM A. HOLLINGSWORTH

President, Retail Tobacco Dealers of America, Inc.

THE entire tobacco industry is rapidly organizing in order to reap the full benefits of the new National Industrial Recovery Act and the Farm Bill. Recent advice from Washington tells us these two acts are parallel as far as the tobacco industry is concerned, and both the Department of Agriculture and the Department of Commerce will have a hand in the administration of any codes we may adopt.

These laws have been passed for the purpose of reviving business. They are revolutionary and require unusual application to derive the full measure of benefit we desire under them.

Our desire for years past has been to develop a fair competitive condition under which we could operate our business at a profit. With proper organization and representation we may attain this desire under these two acts, within a short time.

Now, what is this fair code of business practices we have desired all these years? At the recent national convention of the Retail Tobacco Dealers of America a code came into being: It was created by retail dealers gathered from all over the United States. Its salient features are well known to all. It is substantially this, that we will receive for the handling and selling of cigarettes and cigars, 20 per cent. of the retail price of cigarettes and 25 per cent. of the retail price of cigars. These were the minimums set up in the code.

Some newspapers erroneously reported this as a demand for 20 per cent. and 25 per cent. profit. This is a mistake. We find the actual overhead operating cost of selling to be about 18½ per cent. of sales in independent stores and a larger percentage in the chains. So, our actual net profit on cigarettes will be only about 1½ per cent., and on cigars about 6½ per cent. As our sales are about 60 per cent. cigarettes, the net profit asked under our code will prove to be about 3½ per cent. on our gross turnover. This we retailers ask that we be permitted to keep as our wage.

Just as the manufacturers pay a certain price for their raw materials, rent, wages, other expenses, credit losses, packing and shipping charges, etc., and then add a profit, so we retailers ask permission to do the same, and we believe the law will allow this.

We do not fix prices. There is nothing in our code which fixes a price. We merely ask that the established intended price or the advertised price be maintained. We demand there be no price cutting, the kind of unscrupulous price cutting which has virtually placed in bankruptcy 90 per cent. of the retail dealers in this country. When a merchant sells tobacco products at a price which does not allow the usual overhead charges of his business he is selling below cost, and no system of economics can prove otherwise.

Other kinds of business have used tobacco products as "loss leaders" for the purpose of developing traffic in their stores. They have taken a few fast-moving products from the tobacco industry—usually those best advertised—and sold them below cost, if any overhead at all was added to the price they were supposed to have paid for the merchandise. This practice brought on the meanest kind of cutthroat competition and caused every retail dealer to lose money on 60 per cent. of his business, thus increasing overhead on the slow-moving 40 per cent. not touched by the promoters of "loss leaders."

But this 40 per cent. also became involved in the same kind of cutthroat competition. This was largely the fault of the "little fellow." He tried to build up volume of sales on what the "big fellow" considered too hazardous and perishable to fool with. So, finally, the whole retail tobacco business became one swirling mass of cutthroat competition and every retailer was swept into the vortex.

The whole retail business and every known brand of tobacco products became a "loss leader," and every retailer a price cutter.

The little tobacco dealer can no longer make a living on any kind of terms. "Loss leaders" won't let him. As far as he is concerned, individualism is as out of date as buggy whips or chewing tobacco. Individually, he is only a convenient shelf which even the consumer has come to look upon with condescension.

Now, how can his condition be improved—how can he regain his birthright? By organizing and taking an active part in his organization. A proper nation-wide organization of retail dealers will become a great and powerful body, and will reclaim for him everything he has lost these last few years.

In his recent radio address, General Johnson said, "Trade associations will have a new meaning in the future." This is quite true. Anyone who has studied the trend during the Roosevelt administration can readily see and must admit this to be true. Trade associations are going to determine what is fair and what is unfair in business, and are going to turn the spotlight on such predatory practices as have been corroding the vitals of the tobacco industry, and the retailers must hold first place among such trade associations.

Organize, and we can have our place in the sun. See to it that our national representation are hundreds of thousands, and then say, "Let's negotiate a code." What do you think our position will be if we can do this? Our code will be the very foundation of the industry, and we will not only have the respect of the whole industry, but of our state and our nation as well.

The cost to us will be infinitesimal, compared with the benefits we will enjoy. We can support a great national organization for two dollars a year—a little over half a cent a day. The normal difference between the cost and sale of a single package of cigarettes will practically pay the dues for a week. This, of course, is when we deal with the national association, through our local trade association. It requires so little that we can't afford to stay out. Join your local organization immediately, and have your local organization affiliate with the national organization.

Musings of a Cigar Store Indian

By Chief "Young-Man-Smoke-Cigars"

FROM Hollywood comes the latest authentic report of the almost total extinction of my race. Property men on the Hollywood lot were told to go out and get "one of those wooden figures that used to stand in front of cigar stores." It was wanted for the movie, "One Sunday Afternoon." They scoured the country and finally got something to serve their purpose, but they declared the job was one of the toughest assignments ever given them. Their report stated that there were only about a dozen wooden cigar store figures left in the United States and Canada. They discovered one which has stood on a prominent corner of Tacoma, Washington, for more than fifty years. Others were found in Wisconsin, Florida, Minnesota and Iowa. The one they obtained for the picture was located in eastern California.

HENRY FORD could have told those property men something about the difficulties that faced them. He is usually able to acquire, for a price, whatever he wants in the way of Americana for his collection. Perhaps that collection at Dearborn already numbers one or more of my brother Braves, but I know of one specimen which he tried to buy, without success. It was the Indian Chief who guarded the cigar store on Main Street in Rochester, N. Y., for more than sixty years, the last twenty-four of which he was the daily friend and companion of Mr. and Mrs. George F. Carlton, owners of the store during that period. When the Carltons sold their business the other day, they refused to include the Indian as one of the chattels. Instead they took him along with them to share their enjoyment of the five-acre farm to which they have retired. George and the Missus deserve one of Walter Winchell's orchids for that bit of sentiment.

THE STORY of the rise and decline of the Cigar Store Indian should be a familiar one to everyone in the tobacco business, but, you know how it is, a fellow can't be bothered with a lot of the stuff that belongs to his own trade. He can't be annoyed. If you don't believe me, ask the next cigar store man you meet a simple question or two, such as: "How many kinds of tobacco are there, and where are they grown?" or "What are the standard shapes of cigars?" or "What kinds of tobacco are used for cigarettes?" or "How many cigarettes were smoked in the United States last year?" or "How does the tobacco industry, in which you make your living, compare in annual dollar volume with other basic industries?" All fundamental, elementary questions, but just put them to a few men who have been in the business of selling tobacco products for a long time. You'll be surprised. So, for that reason, unlike the irrepressible Joe Cook, who uses a veritable hemorrhage of words to tell you why he won't give you an imitation of four Hawaiians, I'll use just a few words to tell you something about myself and my ancestry.

IN THE FIRST place, it will surprise you, no end, to learn that the Cigar Store Indian is not one hundred per cent. American. Where did my ancestors come from? That "no end" should have given me away. That's right. The original Cigar Store Indian was born in London, England. He came into existence on the tight little isle as a symbol of "tobacco for sale" some time after Sir Walter Raleigh returned from his trip to America, carrying the strange plant and telling tales of the Indians' pipe of peace. The exact date is unknown, but the erudite Carl Avery Werner, in his volume, "Tobaccoland," states that the earliest date of the employment of an Indian figure as a cigar sign of which there is any authentic record is 1617—that's 316 years ago. He cites an illustration in Brathwait's "Smoaking Age" of that year, showing the image of an Indian smoking a huge roll of tobacco.

ANYWAY, the apothecary who displayed my original ancestor was followed by another, and it was not long before the representation of the American Indian was recognized as the badge of the tobacco merchant just as the striped pole identified the barber. (Parenthetically, if you wonder why the Indian has gone and the barber's pole remains, please remember that we were life-size figures and came under the ban of city ordinances against sidewalk obstructions, while the striped pole could be more readily adapted to the law's requirements.) The so-called wooden Indian later came to America. Maybe someone can tell me just when.

BACK in the middle of the 19th Century no tobacconist would think of opening a store without a figure outside. It happened more than once, too, that the Indian sign outside would cost more than the original tobacco stock inside. That happened in the case of Tobacconist Caspari, of Baltimore, who, when he started business in 1861, spent $30 for his stock and $40 for his Indian. Later Mr. Caspari, while still running his cigar store, which he continued for upwards of fifty years, engaged in the Cigar Store Indian business on the side. He hired a man to make them out of lengths of old seasoned masts. Each was handmade with saw, knife and chisel. The prices ranged from $15 up to $250, with an occasional special design as high as $400. But here I am at the bottom of the page, so I'll have to continue this in our next.

Cigarette and Tobacco Manufacturers Adopt NIRA Code

AT a conference of cigarette and tobacco manufacturers held last Wednesday in New York, the following code was unanimously adopted as a tentative code for the cigarette and tobacco manufacturers:

To effectuate the policy of Title I of the National Industrial Recovery Act, during the period of the emergency, by reducing and relieving unemployment, improving the standards of labor, and by increasing the consumption of industrial and agricultural products by increasing purchasing power, and in other respects, the following provisions are established as a Code for the Tobacco Industry:

1. DEFINITIONS: The term "tobacco industry" as used herein is defined to mean the manufacture of cigarettes, smoking tobacco, chewing tobacco, and snuff, including all operations in connection with the leaf tobacco used in such manufacture. The term "employees" as used herein shall include all persons employed in the conduct of such operations. The term "effective date" as used herein is defined to be August 1, 1933. The term "persons" shall include natural persons, partnerships, associations, and corporations.

2. On and after the effective date, employers in the tobacco industry shall not employ any minor under the age of sixteen years.

3. On and after the effective date, employers in the tobacco industry shall not operate on a schedule of hours of labor for their employees—except repair men, engineers, firemen, watchmen, shipping, supervisory staff, outside salesmen, and those employed in handling and prizing of green leaf tobacco during the leaf buying season—in excess of forty hours per week.

4. On and after the effective date, the minimum wage that shall be paid by employers in the tobacco industry to any of their accounting, clerical, office, service, or sales employees (except outside salesmen) shall be at the rate of $15.00 a week in any city of over 500,000 population, or in the immediate trade area of such city; $14.50 a week in any city of between 250,000 and 500,000 population, or in immediate trade area of such city; $14.00 a week in any city of between 2500 and 250,000 population, or in the immediate trade area of such city; and in towns of less than 2500 population all wages of such employees shall be increased by not less than 20 per cent., provided that this shall not require wages in excess of $12.00 a week.

5. On and after the effective date, the minimum wage that shall be paid by employers in the tobacco industry to any of their employees—except learners during a six weeks' apprenticeship and except unskilled labor—shall be not less than the hourly rate in effect on July 15, 1929, and in no event less than thirty cents per hour. The minimum wage to be paid by employers in the tobacco industry to unskilled labor shall be 20 per cent. in excess of the rate paid for the same class of work on July 15, 1929. This paragraph establishes a guaranteed minimum rate of pay regardless of whether the employee is compensated on the basis of a time rate or on a piece-work performance.

6. On and after the effective date, no reduction shall be made in the present hourly or piece-work rate of any employee receiving more than thirty cents an hour. No employer shall pay any employee an hourly or a piece-work rate which will yield a less wage for a work week of forty hours than such an employee previously received for the same class of work for the longer week previously normally prevailing.

7. The maximum hours fixed in the foregoing paragraph 3 shall not apply to employees in a managerial or executive capacity, who now receive more than $35.00 a week; nor to employees on emergency maintenance and repair works; nor to very special cases where restrictions of hours of highly skilled workers on continuous processes would unavoidably reduce production, but in any such two last named cases, at least time and one-third shall be paid for hours worked in excess of the maximum.

8. With a view to keeping the President informed as to the observance or non-observance of this Code, and as to whether the tobacco industry is taking appropriate steps to effectuate the declared policy of the National Industrial Recovery Act, each person engaged in the tobacco industry will furnish, duly certified, to the Administrator such reports as may be desired, and in such form and at such times as may be requested.

9. Where, before June 16, 1933, any person in the tobacco industry had contracted to purchase goods at a fixed price for delivery during the period of this Code, said person will make an appropriate adjustment of said fixed price to meet any increase in cost caused by the seller having signed the President's re-employment agreement or having become bound by any code of fair competition approved by the President.

10. This Code shall be in operation on and after the effective date as to the tobacco industry except as an exemption from or a stay of the application of its provisions may be granted by the Administrator to a person applying for the same or except as provided in an executive order. No distinction shall be made in such exemptions between persons who have and have not joined in applying for the approval of this Code.

11. Each person in the tobacco industry agrees not to use any subterfuge to frustrate the spirit and intent of this Code, which is, among other things, to increase employment by a universal covenant, to remove obstructions to commerce, and to shorten hours and to raise wages.

12. Employers in the tobacco industry shall comply with the requirements of the National Industry Recovery Act as follows:

(a) That employees shall have the right to organize and bargain collectively through representatives of their own choosing, and shall be free from the interference, restraint, or coercion of employers of labor, or their agents, in the designation of such representatives or in self-organization or in the other concerted activities for the purpose of collective bargaining or other mutual aid or protection; (b) that no employee and no one seeking employment shall be required as a condition of employment to join any company union or to refrain from joining, organizing, or assisting a

labor organization of his own choosing, and (c) that employers shall comply with the maximum hours of labor, minimum rates of pay, and other conditions of employment, approved or prescribed by the President.

This Code and all the provisions thereof are expressly made subject to the right of the President, in accordance with the provision of Clause 10 (b) of the National Industrial Recovery Act, from time to time to cancel or modify any order, approval, license, rule, or regulation, issued under Title I of said Act, and specifically to the right of the President to cancel or modify his approval of this Code or any conditions imposed by him upon his approval thereof.

The following companies were represented at the meeting and unanimously voted for the Code:

American Snuff Co., Memphis, Tenn. M. E. Finch, secretary and treasurer; J. E. Harwood, Jr.

The American Tobacco Co., 111 Fifth Avenue, New York, N. Y.; George W. Hill, president; Paul M. Hahn, vice-president; C. F. Neiley, vice-president.

Axton-Fisher Tobacco Co., Louisville, Ky.; W. F. Axton, president.

Bloch Bros. Tobacco Co., Wheeling, W. Va.; Harold Bloch.

Brown & Williamson Tobacco Corp., 1600 West Hill Street, Louisville, Ky.; George Cooper, president; H. M. Robertson, Counsel.

Geo. W. Helme Co., 111 Fifth Avenue, New York, N. Y.; John C. Flynn, president.

Liggett & Myers Tobacco Co., 212 Fifth Avenue, New York, N. Y.; C. W. Toms, president; F. L. Fuller, counsel.

P. Lorillard Co., 119 West Fortieth Street, New York, N. Y.; George H. Hummel, vice-president; H. Laurence Brooke, counsel.

Penn Tobacco Co., Wilkes-Barre, Pa.; T. F. Flanagan, vice-president; C. Louis Allen.

R. J. Reynolds Tobacco Co., Winston-Salem, N. C.; S. Clay Williams, president.

Scotten Dillon Co., 4085 West Fort Street, Detroit, Mich. Michael W. Dillon, president.

U. S. Tobacco Co., 1107 Broadway, New York, N. Y.; H. L. Brown, counsel; C. G. Conn, vice-president.

S. Clay Williams, president of the R. J. Reynolds Tobacco Co., was elected chairman of the meeting. During his short absence, Frank L. Fuller, counsel for the Liggett & Myers Tobacco Co., presided at the conference.

The following committee was appointed to present the Code in Washington:

Mr. S. Clay Williams, president of the R. J. Reynolds Tobacco Co.; Mr. W. F. Axton, president of the Axton-Fisher Tobacco Co.; Mr. George W. Hill, president of the American Tobacco Co.; H. M. Robertson, Esq., counsel for the Brown & Williamson Tobacco Corp.; H. L. Brown, Esq., counsel for the U. S. Tobacco Co.; Mr. T. F. Flanagan, vice-president of the Penn Tobacco Co.

Duys Predicts Shortage of Five-Cent Sumatra

JOHN H. DUYS, head of the leaf tobacco firm of H. Duys & Co., New York City, and who recently returned from his second trip to the Amsterdam inscriptions, believes that there will develop a shortage in Sumatra wrapper tobaccos suitable for use in the manufacture of those good five-cent cigars before the end of the year.

Mr. Duys bases his belief on the production of a small crop of Sumatra tobacco, the greater part of which is unsuitable for American consumption, the high cost to the American purchaser due to the unfavorable exchange existing between the American dollar and the Dutch guilder, and the small amount of old Sumatra leaf now in the hands of dealers.

In commenting on the present situation, Mr. Duys states that: "The 1932 Sumatra crop, which is now being sold in Holland, is, from the American standpoint, one of the most peculiar crops in my recollection of thirty-two years.

"About one-third of the plantations, all concentrated in one section, produced excellent leafy tobaccos of good colors. The other plantations produced a vast majority of poor colors unsuitable for American requirements.

"About 6000 bales have been bought thus far for the United States, 3700 of which went to three cigar manufacturing concerns and the balance to dealers. Of the tobacco which remains unsold, in my opinion, less than 2500 bales are suited to our requirements, making the total less than 8500 bales for the United States and Canada, which is a deficiency of at least 5000 to 6000 bales. As at this time there are less than 1000 bales of old tobacco in dealers' hands, this is of notable importance.

"Next year's crop will contain only a total of 125,000 bales against a normal crop of 240,000 bales.

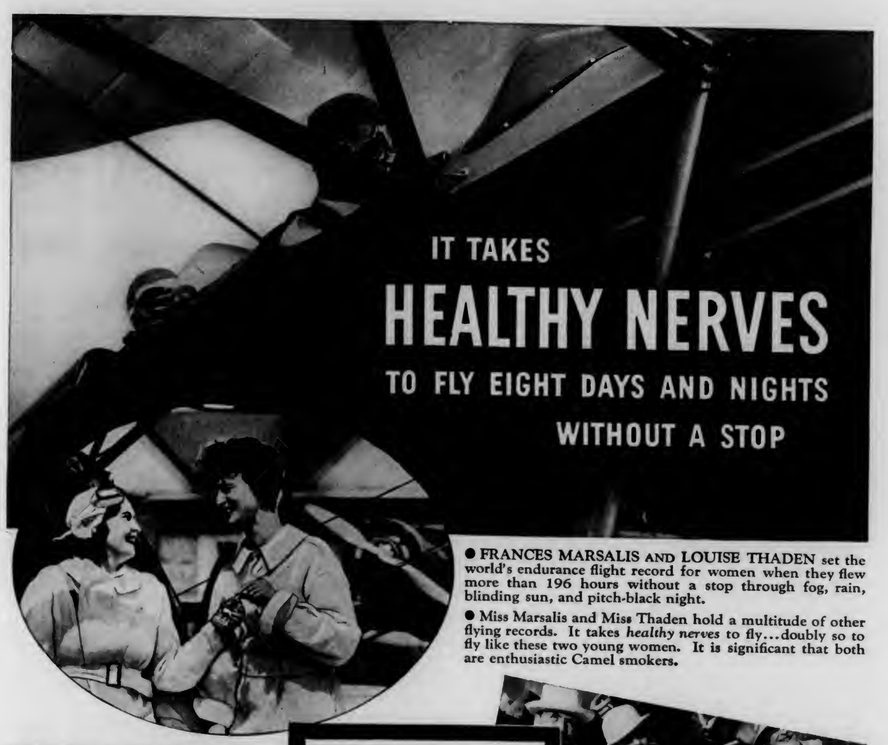
"The average price for nickel tobaccos paid by manufacturers this year was in excess of $2 per American pound, c. i. f. Amsterdam. This increased cost was due to a large extent to the unfavorable exchange existing between the dollar and the Dutch guilder. These high prices for wrappers will add another dollar to the manufacturing cost of the Sumatra wrapped nickel cigar.

"The Dutch tobacco growing companies, which have been losing money for the past two years, will suffer further severe losses. With a producing cost of 140 Dutch cents, this crop will not bring much over 100 Dutch cents on account of the predominating quantity of inferior plantations.

"Manufacturers who have less than a ten months' supply of Sumatra tobacco on hand are being warned to protect themselves. My prediction is there will be no Sumatra tobacco in dealers' hands, whatsoever, at the end of this year.

"The 1932 Java crop is of good quality, rather heavy of leaf, but does not contain more than a few hundred bales of suitable tobacco."

The Tobacco World



● FRANCES MARSALIS AND LOUISE THADEN set the world's endurance flight record for women when they flew more than 196 hours without a stop through fog, rain, blinding sun, and pitch-black night.

● Miss Marsalis and Miss Thaden hold a multitude of other flying records. It takes *healthy nerves* to fly...doubly so to fly like these two young women. It is significant that both are enthusiastic Camel smokers.

STEADY SMOKERS TURN TO CAMELS

MISS THADEN says: "Flying is a terrific strain at times. I frankly don't know what I should do without cigarettes. But I've found that different cigarettes have different effects on my nerves. For some years I've smoked Camels. They're much milder and never upset my nerves."

MISS MARSALIS says: "I started smoking Camels because most of my friends who were flyers seemed to prefer them. I've never changed because I can't afford to take chances with my nervous system."

* * *

Camel's costlier tobaccos never jangle the nerves. *Your* taste and *your* nerves will confirm this. Turn to Camels.

IT IS MORE FUN TO KNOW

Camels are made from finer, MORE EXPENSIVE tobaccos than any other popular brand. You will find Camels rich in flavor and delightfully mild.

● WHAT A THRILL! And how a good smoke adds to its enjoyment. Light up a cigarette. And for the sake of your nerves, make it a Camel.

Copyright, 1933, R. J. Reynolds Tobacco Company

Camel's Costlier Tobaccos

NEVER GET ON YOUR NERVES
NEVER TIRE YOUR TASTE

NEWS FROM CONGRESS AND FEDERAL DEPARTMENTS

FROM OUR WASHINGTON BUREAU 622 ALBEE BUILDING

AGREEMENTS for the reduction of acreage devoted to the raising of tobacco are now in the hands of the growers for acceptance, under the plan of the Agricultural Adjustment Administration to reduce the new crop and enable the disposition of surplus stocks which have accumulated, while at the same time making possible a better cash return to tobacco farmers.

James Conrad Lanier, of Greenville, N. C., a lawyer and farmer who has an intimate knowledge of the tobacco industry, has been appointed expert in charge of the processing and marketing of tobacco, it has been announced by the administration.

Under the plan the Government agrees to pay for the reduction of tobacco acreage, each producer being bound not to grow this year more than 50 per cent. of the base tobacco acreage for his farm; to remove from tobacco production this year any acreage already planted which is in excess of the allowed acreage; to limit the use of that portion of the base acreage not permitted to be used for tobacco in 1933, and to carry out similar limitations upon the use of his base tobacco acreage for the years 1934 and 1935, if requested.

The money required to make payments to growers who sign the agreements will be raised through a processing tax to be applied on all processed cigar-leaf tobacco, which tax, becoming effective at the beginning of the next marketing year, probably either on October 1st or November 1st, will also be applied to imported as well as to domestic cigar types.

VIGOROUS prosecution of acts of profiteering on the part of those who seek to take advantage of improving business for their own profit is pledged by Attorney General Cummings.

With reports reaching Washington of increasing prices in many commodities, often in excess of any increase which would be justified by advancing raw material or wage costs, the Department of Justice plans to move under the anti-trust laws wherever there appears to be conspiracies at price fixing, with possible resort threatened to the war-time anti-profiteering laws if necessary.

"It is highly important that selfish interests should not be permitted to seize on approaching prosperity for their own profit or to defeat the whole program of recovery," the Attorney General declared. "If the country is to get back on a basis of permanent prosperity, those seeking to take advantage of the situation must be curbed.

"We have reached a point undoubtedly where those who six months ago thought that the end of the world had arrived now think that the millenium has come. This type is dangerous. They spread false psychology. They almost always are wrong. We seek the co-operation of intelligent people and if we get it we shall come out on top.

"The Department of Justice will do everything within its power to curb the selfish."

INJECTION into the recovery program of the Government of a new factor which must be reckoned with is seen in the refusal of one of the large manufacturers to subscribe to a proposed code of fair competition for news-print producers on the ground that it is already suffering from low-price competition in certain territories into which paper is being imported from abroad.

Unless steps are taken to deal with the situation, leaders in many lines which must meet foreign competition see in the adoption of codes raising wages the possibility of unbridled importation into the United States of articles competing with their products.

A further problem that has arisen involves long-term contracts for various commodities, it having been charged that manufacturers in some lines have sought to outdistance their competitors, even in the face of prospective increased labor costs, and have taken contracts at relatively low prices.

RAPID improvement in the industrial situation will make it unnecessary for President Roosevelt to invoke all the inflationary powers conferred upon him in legislation enacted during the special session of Congress.

Nevertheless, the administration plans to continue with its policy of controlled inflation until price increases reach levels that are regarded as in keeping with the President's objectives.

When the reconstruction program of the National Recovery Administration gets more fully under way, and with large expenditures of public funds to put 1,000,000 men to work by October 1st, it is expected that the inflationary program in the near future will become more pronounced.

However, it has been emphasized repeatedly that the inflationary powers held by the President will be invoked only when and as needed and that there is no intention of resorting to this method of improvement after business and industry once demonstrate their ability to carry on unaided.

Cigar and Cigarette Production Gains for Second Successive Month

THE following comparative data of tax-paid products indicated by monthly sales of stamps are obtained from the statement of internal revenue collections for the month of June, 1933, and are issued by the Bureau. (Figures for June, 1933, are subject to revision until published in the annual report):

Products	—June— 1932	1933
Cigars (large):		
Class A .....No.	316,382,980	357,006,990
Class B .....No.	4,369,540	2,244,474
Class C .....No.	74,478,422	55,323,630
Class D .....No.	4,949,995	3,706,112
Class E .....No.	225,219	289,180
Total	400,406,156	418,570,386
Cigars (small) ....No.	23,639,493	20,505,080
Cigarettes (large) .No.	395,515	246,243
Cigarettes (small) .No.	10,560,212,050	12,462,969,787
Snuff, mfd. .....Lbs.	3,061,541	3,473,552
Tobacco, mfd. ....Lbs.	27,616,554	28,884,769

Note: The above statement does not include tax-paid products from Puerto Rico and the Philippine Islands. This information is shown in supplemental statement.

Tax-paid products from Puerto Rico:

Products	—June— 1932	1933
Cigars (large):		
Class A .....No.	9,213,275	6,148,350
Class B .....No.	5,100	268,000
Class C .....No.	108,550	66,500
Class D .....No.	200	.....
Total	9,327,125	6,482,850
Cigars (small) ....No.	250,000	300,000
Cigarettes (large) .No.	25,000	60,000
Cigarettes (small) .No.	200,000	222,800

Tax-paid products from the Philippine Islands:

Products	—June— 1932	1933
Cigars (large):		
Class A .....No.	13,597,325	12,330,740
Class B .....No.	17,503	11,720
Class C .....No.	4,310	12,926
Class D .....No.	.....	.....
Class E .....No.	2,490	.....
Total	13,621,628	12,355,386
Cigarettes (large) .No.	.....	.....
Cigarettes (small) .No.	160,497	66,190
Tobacco, mfd. ....Lbs.	91	5

Note: Quantities of tax-paid products shown in above statements are indicated by stamp sales for the month.

Internal Revenue Collections for June

Sources of Revenue	1932	1933
Cigars	1,118,687.26	1,081,013.15
Cigarettes	31,684,175.35	37,390,946.88
Snuff	551,092.72	625,239.12
Tobacco, chewing and smoking	4,971,728.57	5,199,522.35
Cigarette papers and tubes	132,733.58	66,809.94
Miscellaneous, relating to tobacco	200.84	240.83

June Cigar Withdrawals 1920 to 1931 Inclusive

June, 1920	708,112,284	June, 1926	576,561,866
June, 1921	618,495,102	June, 1927	576,527,570
June, 1922	615,264,023	June, 1928	575,995,733
June, 1923	591,514,124	June, 1929	556,746,375
June, 1924	562,731,556	June, 1930	519,599,166
June, 1925	569,743,913	June, 1931	517,515,659

Quoth the Scribblers

THERE is nothing in the generally accepted belief that the corncob pipe provides a sweeter smoke. In smoking, as in nearly everything else, expensive material and apparatus are preferable to the cheaper grades.

There is no use to talk to me about chipping in to buy Dodd smoking tobacco, because I would not give a cent. Tobacco is a great curse. It saps the mind and breaks down the body. If I had my way about it, I would put tobacco where whiskey is. Dodd has used tobacco all his life and look where he is now. I would not give anybody a cent for tobacco. You can't show me where it ever did anybody any good. If Dodd had saved the money he has spent for tobacco he could own a good farm. Carter Wild is a kind of smart alec, and he tried to get smart with me. He said, "He does own a good farm."

We hope the Paterson (N. J.) two-year-old boy who smokes a cigar every evening after dinner is able to find a good one for his purpose. He may take it from one whose search for a good, moderate-priced cigar has extended over a period of nearly forty years that it's pretty nearly a hopeless quest. . . . If the young man has found a reasonably good cigar which retails for a moderate price, we wish he'd write and give us the name of the brand. . . . Meanwhile we extend the scope of the inquiry. If any manufacturer or jobber thinks he has a cigar that fills the requirements, he is at liberty to solicit our business.—*Jay E. House.*

Two-year-old cigar smoker puts West Paterson (N. J.) on map for day, though it might have been for day and a half if smoker had chosen certain cigarette and displayed his healthy nerve to its advertising agent instead of merely to Acme-Underwood World Wide.

I love to tour the fragrant fields whose chief
Production is the fair tobacco leaf,
And, in my 1927 car,
Drive on, and smoke a 40-cent cigar.
—*Franklin P. Adams.*

Twelve Months Withdrawals for Consumption

	Fiscal Year Ending June 30, 1933		—Decrease +Increase Quantity
Cigars:			
Class A—			
United States ...	3,519,131,055	—	94,948,510
Puerto Rico	58,709,230	—	33,757,535
Philippine Is. ...	159,674,480	—	13,253,850
Total	3,737,514,765	—	141,959,895
Class B —			
United States ...	37,721,863	—	31,607,961
Puerto Rico	1,045,550	+	217,700
Philippine Is. ...	546,336	—	496,093
Total	39,313,749	—	31,886,354
Class C—			
United States ...	652,047,504	—	458,053,156
Puerto Rico	1,035,080	—	3,556,614
Philippine Is. ...	246,178	—	176,032
Total	653,328,762	—	461,785,802
Class D—			
United States ...	48,777,124	—	20,621,060
Puerto Rico	1,500	—	18,200
Philippine Is. ...	2,076	—	3,426
Total	48,780,700	—	20,642,686
Class E—			
United States ...	5,597,860	—	4,287,710
Puerto Rico	.....	—	500
Philippine Is. ...	26,923	+	6,356
Total	5,624,783	—	4,281,854
Total All Classes:			
United States ...	4,263,275,406	—	609,518,397
Puerto Rico	60,791,360	—	37,115,149
Philippine Is. ...	160,495,993	—	13,923,045
Grand Total.	4,484,562,759	—	660,556,591
Little Cigars:			
United States ...	231,494,427	—	70,517,546
Puerto Rico	4,404,000	—	346,000
Philippine Is. ...	.....		.....
Total	235,898,427	—	70,863,546
Cigarettes:			
United States ...	109,397,568,846	+	3,483,513,457
Puerto Rico	2,687,940	—	4,126,760
Philippine Is. ...	1,561,460	—	235,077
Total	109,401,818,246	+	3,479,151,620
Large Cigarettes:			
United States ...	2,886,671	—	1,586,373
Puerto Rico	500,000	—	315,500
Philippine Is. ...	11,991	+	10,791
Total	3,398,662	—	1,891,082
Snuff (lbs.):			
All U. S.	35,583,332	—	2,451,591
Tobacco mfd. (lbs.):			
United States ...	307,840,605	—	14,701,810
Philippine Is. ...	245	—	811
Total	307,840,850	—	14,702,621

Sub-Jobbers Form National Organization

AT a meeting held at Baltimore on Tuesday, July 25, 1933, attended by representatives of sub-jobber associations from various cities in the East, a national organization was formed under the name of "United States Tobacco Distributors Association." Mr. Brown of the Pottsville Tobacco Co. of Pottsville, Pa., was elected president, Herman H. Yaffee of 421 Real Estate Trust Bldg., Philadelphia, Pa., was elected secretary and S. Robert Levinson, 1001 Court Square Bldg., Baltimore, Md., was elected treasurer. A code for the tobacco sub-jobbers was discussed and is now in the process of being drawn up. When prepared, the code will be submitted to the National Tobacco Council for approval and then forwarded to the National Industrial Recovery Administration for consideration. Because of the imperative need for immediate action, a resolution was passed requesting all sub-jobbers in the United States to organize in their respective States and communicate at once with Herman H. Yaffe, secretary at the National Association's Headquarters 421 Real Estate Trust Bldg., Philadelphia, Pa., with a view of joining the National Association. Plans for a National Convention were made and a definite date will be fixed in the near future.

Kaywoodie Display at Chicago

ONE of the most striking displays at the Chicago Century of Progress Exposition, in so far as the tobacco industry is concerned, and one which has caused a great amount of highly favorable comment, is the display of the many sizes and shapes of the Kaywoodie Drinkless pipe, product of Kaufmann Bros. & Bondy, Inc.

In planning and executing this display of fine pipes, Kaufmann Bros. & Bondy spared no expense in order to have their own ideas carried out to the letter, and a well-known Chicago designer, special carpenters, cabinetmakers and electricians were engaged to bring the display into being.

The resultant combination of arrangement of the pipes, color combinations and lighting effects, immediately lifts the Drinkless Kaywoodie far above the ordinary pipe in the minds of the spectators, although the price of this famous pipe is only $3.50. The fact that the main part of the exhibit is housed in the Hall of Science bears tribute to the place which modern pipe manufacturing holds in the engineering minds of those who planned the placing of the exhibits at the exposition.

Pipe smoking in this country has made a great forward stride during the past year.

No Change in Market Opening Dates

THE Tobacco Association of the United States, which recently held its annual convention and announced the opening dates for the southern leaf tobacco markets, has refused to change the opening date of the South Carolina market as requested.

The opening date was set as August 15th but warehousemen and tobacco growers requested a change to August 3d, contending that the crop was maturing faster this year than usual and that farmers were in need of funds at an earlier date.

They also advanced the argument that tobacco was being bought from hard-pressed farmers by persons who will sell it later at a huge profit. Farmers, they contended, are selling their crop at reduced prices in order to secure funds as quickly as possible.

In addition, a South Carolina delegation argued that as a result of the early curing of the crop, the market will be flooded at the opening.

Denial of the request was the only action taken by the Association at their meeting held in Durham, on July 11th. Approximately one hundred persons were present at the meeting.

C. A. Just Joins Mazer-Cressman

C. A. Just, head of the Peter Hauptmann Cigar Co., St. Louis, Mo., has been elected vice-president and general manager of the Mazer-Cressman Cigar Co. He will move his headquarters to Detroit immediately and take up his new duties.

Mr. Just has proven himself a man possessed of unusual executive ability in the management of the Peter Hauptmann Cigar Co., and his efforts have placed that company well up on the list of the leading cigar distributors in the Middle Western territory.

In addition to many well-known national brands, the Hauptmann Co. also distributes several private brands which enjoy a splendid sale in their territory.

A vigorous sales campaign is planned for the Mazer-Cressman Cigar Company, and no one is better fitted to manage this campaign that Mr. Just.

He is also president of the National Association of Tobacco Distributors and has been instrumental in the many improvements which have already taken place, and which are planned for the future, in that branch of the tobacco industry.

His selection to become a part of the Mazer-Cressman organization has caused widespread commendation throughout the industry.

Head of House of Comoy Expected

Early in August, L. Chapius Comoy, head of the pipe manufacturing firm of Comoy & Co., London, is expected to arrive in New York City, where he will be met by Sam Zinberg, head of the House of Comoy, American agents for the London firm.

After renewing old acquaintances in the East, Mr. Comoy will visit the Century of Progress Exposition in Chicago, where the House of Comoy has an exhibit.

Hyman & Rose Stores Incorporated

Hyman & Rose Cigar Stores, Inc., of Buffalo, N. Y., have been incorporated by Harold Hyman, Robert C. Ross and Abraham A. Briedman, all of Buffalo. Incorporation papers were filed by Matthew Weimer. The authorized capital of the corporation is $20,000.

Wm. Deiches & Co. Reorganized

THE old established firm of Wm. Deiches & Co., Inc., Baltimore distributors of tobacco products since 1875, has been reorganized effective July 1st.

The new firm will be known as William Deiches & Co., and members of the new firm are Arthur E. Kohlepp, former vice-president of the old firm, and associated with the Baltimore branch for more than twenty-five years; Emanuel Rosenheim, who has been associated with the Baltimore branch for the same length of time, and Milton L. Hamburger, manager of the Washington branch of the company, and also associated with the firm for twenty-five years.

The business was first established in 1875 by William Deiches, Sr., and as each of his three sons, Milton, Herbert and William, Jr., became of age, they were admitted to the partnership. In 1917, William, Jr., the only surviving member of the firm at that time, incorporated the business and thirty-three employees of the firm were given stock in the corporation.

Arthur Kohlepp has been elected president of the new firm, and the business will be continued along the same lines as pursued by the old firm, and which has gained an enviable reputation throughout the trade in their territory for fair dealing and as distributors of only high-grade merchandise.

Among the brands distributed by Wm. Deiches & Co., are those of the General Cigar Company, Grabosky Bros., Inc., and Perfecto Garcia & Bros.

Processing Expert Appointed

James Conrad Lanier, of Greenville, N. C., has been appointed expert in charge of processing and marketing of tobacco, by the Agricultural Adjustment Administration. He is a lawyer and farmer and has an intimate knowledge of the tobacco industry. He is a large tobacco grower and owns and operates several tobacco farms near Greenville. He will assist in handling processing and marketing problems and legal questions relating to tobacco.

Meyer's Son Farm Laborer

Max B. Meyer, sixteen-year-old son of B. G. Meyer, vice-president of General Cigar Co., Inc., and his boy friend, Billy Isaac, of the same age, are spending the summer as day laborers on the American Sumatra Shade Farm at Avon, Connecticut, where they will remain until the crop is harvested and taken out of the sheds. Both boys will then return to the Woodmere Academy on Long Island to resume their studies.

Mint Perfecto Gains

The Mint Perfecto cigar of Yahn & McDonnell, one of their "Independent Brands for Independent Dealers," continues to show a steady increase in sales. The package has been modernized by the substitution of a new and attractive label, and sales of the brand are being supported by an attractive modern window display panel.

Webster Eisenlohr Reports

Webster Eisenlohr, Inc., reports, for the June quarter, net loss of $95,297, as compared with a net loss of $145,071 for the corresponding quarter of last year.

Philadelphia Distributors Organize

AT A MEETING held on July 26th, attended by practically all the prominent distributors in this division, the Association of Tobacco Distributors of the Philadelphia Division was organized and the following officers and directors were elected: President, Nelson Eberbach, of A. B. Cunningham & Co.; vice-president, Sydney Gordesky, of the Franklin Tobacco Co.; treasurer, John Murphy, of Peter F. Murphy Co., and secretary, George Frings, of Frings Bros. Co. Directors elected were: Nelson Eberbach; John Murphy; George Frings; Paul L. Brogan, of Yahn & McDonnell Cigars; Samuel Blumenthal, of Meyer Blumenthal firm; Earnest Abramson, of I. J. Abramson firm; David Lubar, of David Lubar firm; all the above of Philadelphia; George Stallman, of York, and John Brown, of Pottsville.

The Philadelphia division includes the territory north as far as Pottsville and west as far as York.

The Philadelphia Division will co-operate in every respect with the National Association of Tobacco Distributors, and practically all of the members of the Philadelphia association are already members of the national organization.

A telegram pledging their support to the N. R. A. movement was dispatched to the Washington authorities by the Philadelphia Association during their meeting.

Stephano Launches New Brand

Stephano Brothers, manufacturers of the well-known Rameses, Marvels, Smiles and other brands of cigarettes, launched a new brand last week in New York City, under the name of Five Star.

The new cigarette is an all-Turkish brand retailing at twenty cents for twenty cigarettes. Other territories will not be opened on the new brand at the present time.

B. C. Jessa, factory representative of the Heine's Tobacco Co., Massillon, Ohio, manufacturers of Heine's Blend, mild and mellow smoking tobacco, was in town last week visiting the trade in the interest of his brand, distributed here through Yahn & McDonnell. That his trip was a success is shown by the fact that Yahn & McDonnell report a nice increase on distribution and sale of this brand since Mr. Jessa's visit.

Trade Notes

The Van Dyck brand of the General Cigar Company, has made its appearance in the Philadelphia market, retailing at five cents, and is meeting with a good demand from the consumer.

Ted Grabosky, who was injured in an automobile accident a short time ago, is recuperating at Atlantic City, and expects to soon be able to resume his duties.

The Royalist factory, Grabosky Bros., Inc., North Second Street, are keeping their factory operations at a steady pace, and report an encouraging increase in distribution and sale for their brand in the territories where it has been placed.

The La Azora, new five-cent brand of the G. H. P. Cigar Company, has been placed with the retailers in Philadelphia, following its introduction in other territories, and is meeting with a warm welcome from retailers and consumers. The La Azora has a very attractive package, and is made of imported and domestic filler. A good value for the smoker's nickel.

William Freeman, of the Medal of Honor Cigar Company, New York, dropped in to see John Wagner & Sons, local distributors, on his way home after a trip to Baltimore and Washington. Mr. Freeman reported that his trip had been one of the most successful he had experienced in a long time.

Abe Berkowitz, sales manager for the Christian Peper Tobacco Co., St. Louis, Mo., manufacturers of Listerine and other high-grade cigarettes, and Wellington, Del Monte, Fifth Avenue, and other brands of high-grade smoking tobaccos, was in town on Wednesday and visited Yahn & McDonnell, local distributors.

Mr. Berkowitz reports that there is a very noticeable improvement in demand throughout the country for the better grades of cigars, cigarettes and smoking tobaccos, and is highly optimistic that the operation of the Industrial Recovery Act will prove of great benefit to the tobacco industry.

TOBACCO TRADE ORGANIZATIONS

TOBACCO MERCHANTS ASSOCIATION OF UNITED STATES

JESSE A. BLOCH, Wheeling, W. Va. ..... President
CHARLES J. EISENLOHR, Philadelphia, Pa. ..... Ex-President
JULIUS LICHTENSTEIN, New York, N. Y. ..... Vice-President
WILLIAM BEST, New York, N. Y. ..... Chairman Executive Committee
MAJ. GEORGE W. HILL, New York, N. Y. ..... Vice-President
GEORGE H. HUMMELL, New York, N. Y. ..... Vice-President
H. H. SHELTON, Washington, D. C. ..... Vice-President
WILLIAM T. REED, Richmond, Va. ..... Vice-President
HARVEY L. HIRST, Philadelphia, Pa. ..... Vice-President
ASA LEMLEIN, New York, N. Y. ..... Treasurer
CHARLES DUSHKIND, New York, N. Y. ..... Counsel and Managing Director
Headquarters, 341 Madison Ave., New York City

ALLIED TOBACCO LEAGUE OF AMERICA

W. D. SPALDING, Cincinnati, Ohio ..... President
CHAS. B. WITTROCK, Cincinnati, Ohio ..... Vice-President
GEO. S. ENGEL, Covington, Ky. ..... Treasurer
WM. S. GOLDENBURG, Cincinnati, Ohio ..... Secretary

ASSOCIATED CIGAR MFRS. AND LEAF TOBACCO DEALERS

JOHN H. DUYS, New York City ..... President
MILTON RANCK, Lancaster, Pa. ..... First Vice-President
D. EMIL KLEIN, New York City ..... Second Vice-President
LEE SAMUELS, New York City ..... Secretary-Treasurer

NATIONAL BOARD OF TOBACCO SALESMEN'S ASSOCIATIONS

JACK A. MARTIN, Newark, N. J. ..... President
ALBERT FREEMAN, New York, N. Y. ..... First Vice-President
IRVEN M. MOSS, Trenton, N. J. ..... Second Vice-President
ABE BROWN, 180 Grumman Ave., Newark, N. J. ..... Secretary-Treasurer

NEW YORK CIGAR MANUFACTURERS' BOARD OF TRADE

ASA LEMLEIN ..... President
SAMUEL WASSERMAN ..... Vice-President

THE NATIONAL ASSOCIATIONS OF TOBACCO DISTRIBUTORS

C. A. JUST, St. Louis, Mo. ..... President
E. ASBURY DAVIS, Baltimore, Md. ..... Vice-President
E. W. HARRIS, Indianapolis, Ind. ..... Vice-President
JONATHAN VIPOND, Scranton, Pa. ..... Vice-President
GEO. B. SCRAMBLING, Cleveland, Ohio ..... Treasurer
MAX JACOBOWITZ, 84 Montgomery St., Jersey City, N. J. ..... Secretary

What's on the Air

Tuesday

8-8.30 P. M. WEAF-NBC. Julia Sanderson, Frank Crumit, Parker Fennelly, Jack Shilkret Orchestra. "Blackstone Plantation," sponsored by Waitt & Bond, Inc. (Blackstone Cigar.)

8.30-8.45 P. M. WABC-CBS. Kate Smith. Sponsored by Congress Cigar Co. (La Palina Cigar.)

Wednesday

8.30-8.45 P. M. WABC-CBS. Kate Smith. Sponsored by Congress Cigar Co. (La Palina Cigar.)

9.30-10 P. M. WABC-CBS. George Burns and Gracie Allen, Guy Lombardo's Orchestra. Sponsored by General Cigar Co. (White Owl Cigar.)

10-10.30 P. M. WABC-CBS. Fred Waring's Pennsylvanians and Mandy Lou. Sponsored by P. Lorillard Co. (Old Gold Cigarettes.)

Thursday

8.30-8.45 P. M. WABC-CBS. Kate Smith. Sponsored by Congress Cigar Co. (La Palina Cigar.)

Friday

10-10.30 P. M. WABC-CBS. Lou Holtz, Grace Moore, Lennie Hayton's Orchestra. Sponsored by Liggett & Myers Tobacco Co. (Chesterfield Cigarettes.)

9-9.30 P. M.—WRVA. Corn Cob Pipe Club of Virginia. Sponsored by Larus & Brother Co. (Edgeworth tobacco).

Saturday

8-8.30 P. M.—WRVA. Hav-A-Tampa Revelers. Sponsored by Havatampa Cigar Co., (Hav-A-Tampa cigars).

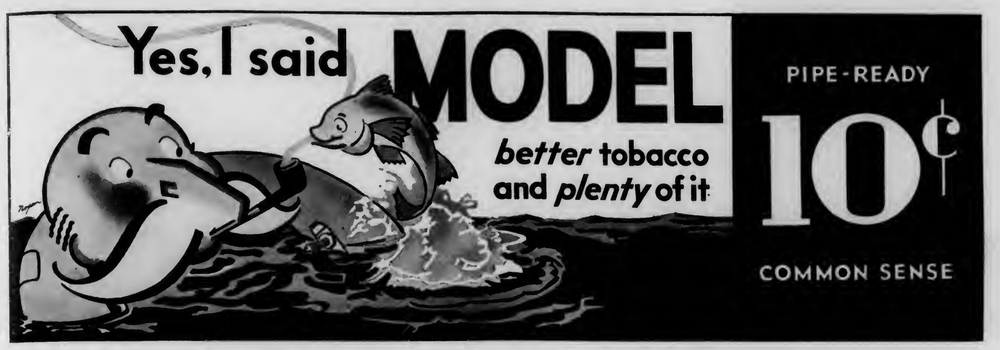
Phillies Produce Profits

Bayuk Cigars, Inc., reports net income for the three months ended June 30 of $304,004 after deduction of maintenance and repairs and estimated Federal income taxes, etc., equal after preferred dividends and reserves to $1.53 a share on the common stock. This compares with net income for three months ended June 30, 1932, of $40,217 and a deficit after reserves of $48,180.

Schragrin & Roseman, Youngstown, O., are forging ahead in the distribution and sale of Bayuk Phillies in their sector, being assisted by H. E. Johnson, Bayuk salesman. R. A. Kern, Mansfield, O., is pressing the factory for deliveries of Bayuk products to meet increased consumer demand. Hoffman Cigar Co., Norfolk, Va., recently completed a drive on Bayuk cigars, aided by F. L. Brumsey, Bayuk's man. J. H. Kauffman, of W. H. Strauss & Co., distributor in Altoona and Johnstown, was a recent visitor at Bayuk headquarters.

Varied Display Attracts

The M. J. Dalton store, 617 Chestnut Street, has a fine window display of imported and domestic tobaccos which is attracting considerable attention and contributing to a substantial increase in the sale of the brands displayed. Among the imported brands displayed are: Craven's, John Cotton, Bulwark, Honradez and Dunhill smoking tobaccos; Craven's, Ed. Laurens and Gold Flake cigarettes. Among the domestic brands are: Peper's Pouch, D. & M. No. 1, Stanley, Gridiron, Mahn's Comfort, and Heine's Blend smoking tobaccos.



Plans for Cigarette Types

REPRESENTATIVES of tobacco manufacturers met with officials of the Agricultural Adjustment Administration last week in an informal conference to discuss suggestions for adjusting the production of Burley and flue-cured types of tobaccos to consumption demands.

J. B. Hutson, acting chief of the tobacco section of the Agricultural Adjustment Administration, presided. He outlined the problem of surplus production in these types of tobaccos and asked the representatives for suggestions.

Charles J. Brand, coadministrator of the Agricultural Adjustment Act, who called the conference, explained the purpose and powers of the Agricultural Adjustment Act.

The representatives of the tobacco companies discussed the general situation of the Burley and flue-cured types and were in general agreement that production should be placed in line with consumption. Definite proposals for adjusting production of these tobaccos to consumption requirements were not offered at the conference. Mr. Hutson asked the representatives to submit their proposals in writing later.

Bayuk vs. Buick

The B. & L. Wholesale Co., Inc., of Jersey City, and the Sparrow Cigar Co., Hoboken, have been ordered by Vice-Chancellor John J. Fallon to show cause in Jersey City why they should not be restrained from using the word "Philadelphia" in their trade-marks. Bayuk Cigars, Inc., brought injunction proceedings against the concerns, charging that they "wrongfully and with intent to deceive the public," offered for sale "Philadelphia" cigars, using the trade name "Buick," which "sounds like Bayuk."

Cigarette Prices Up

Effective Monday, July 31, leading chain tobacco stores and drug stores increased the retail price of cigarettes one cent a pack of twenty. In view of the belief that there is no present intention on the part of the manufacturers to increase the wholesale price, it now looks as if the retailers may have a chance to make a profit out of cigarettes.

Public Thanked for Slogan

THERE do advertising slogans originate? Often their source is known only to those who are preparing and directing the advertising in which they are used because they are devised by members of these groups.

In one current series of cigarette advertisements, however, the advertiser explains just where and how the slogan used in them originated.

In this unusual instance, one of the advertisements appearing in newspapers throughout the country gives credit to the public for the phrase "Luckies Please" and expresses appreciation to smokers for it. "You, our personal friends, have been saying it for years," the advertisement points out. "And because it so aptly sums up the Lucky Strike story, we've taken the words right out of your mouth. May we thank you, Mr. and Mrs. Smoker, for giving us this phrase?"

Deisel-Wemmer-Gilbert

Deisel-Wemmer-Gilbert reports for the six months ended June 30, 1933, net profit of $138,722, equal to 40 cents a share on 205,452 common shares, compared with $144,011, or 39 cents a share on 216,785 common shares in the first half of 1932.

General Cigar Company

General Cigar Company, Inc., reports net income of $441,057 for the six months ended June 30, compared with net income of $783,933 for the six months ended June 30, 1932.

Send Two Dollars, with the coupon below to The Tobacco World, 236 Chestnut St., Phila., Pa., and get your copy twice a month for a year.

.....

Name .....

Street No. .....

P. O. ..... State .....

Established 1886

"BEST OF THE BEST"

OPTIMO CIGARS — VERY MILD — VERY MILD

Manufactured by **A. SANTAELLA & CO.**

Office, 1181 Broadway, New York City

FACTORIES: Tampa and Key West, Florida

OUR HIGH-GRADE NON-EVAPORATING

CIGAR FLAVORS

Make tobacco mellow and smooth in character and impart a most palatable flavor

FLAVORS FOR SMOKING and CHEWING TOBACCO

Write for List of Flavors for Special Brands

BETUN. AROMATIZER. BOX FLAVORS. PASTE SWEETENERS

FRIES & BRO., 92 Reade Street, New York

Classified Column

The rate for this column is three cents (3c.) a word, with a minimum charge of seventy-five cents (75c.) payable strictly in advance.

POSITION WANTED

CIGAR FACTORY SUPERINTENDENT. MORE THAN 20 Years' Experience With One of the Largest Manufacturers. Hand work or automatic machines. Address Box 560, care of "The Tobacco World."

FOR RENT

OFFICE AND FLOORS FOR CIGAR MANUFACTURING OR STORAGE—No parking restrictions; good location; low rent; freight elevator and loading platform. Will divide. Metals Coating Company of America, 495 North Third Street, Philadelphia.

HAVANA CIGARS

BEER WITHOUT CIGARS, IS LIKE KISSING WITHOUT LOVE—Adopt as your slogan, "Kiss your beer, but love your cigars." Specially those Havana blended, "Good to the last Puff," manufactured by A. Ramirez & Co., Post Office Box 1168, Tampa, Fla. Write them for particulars today.

SALES PROMOTION

WE'LL WRITE YOUR SALES LETTERS FOR YOU—Put on an effective direct mail campaign that will create sales—prepare your advertising copy—furnish jingles, slogans, cartoons and other artwork, etc., etc. We operate a clearing house of complete creative service. **Writers and Artists Bureau,** 236 Chestnut Street, Philadelphia, Pa.

Tobacco Merchants' Association Registration Bureau, 341 Madison Ave. NEW YORK CITY

Schedule of Rates for Trade-Mark Services Effective April 1, 1916.

Registration,	(see Note A),	$5.00
Search,	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS

PHILLIP'S OWN:—46,215. For cigarettes and tobacco. June 3, 1933. Moss & Lowenhaupt, St. Louis, Mo.

JANESVILLE:—46,218. For smoking and chewing tobacco only. June 13, 1933. The Jones Tobacco Co., Janesville, Wis. (By consent of Geo. Schlegel, Inc., New York, N. Y.)

TOBIN'S CORK TOWN:—46,219. For pipe tobacco. R. R. Tobin, Detroit, Mich. July 18, 1933.

TRANSFERS

POM-ROY:—40,540 (T. M. A.). For all tobacco products. Registered February 10, 1918, by American Litho. Co., New York, N. Y. Transferred to Al. J. Abrams, New York, N. Y., September 4, 1923, and re-transferred to Jose M. Cuevas, Newark, N. J., July 17, 1933.

FORT SHELBY:—42,189 (T. M. A.). For all tobacco products. Registered July 13, 1921, by Garland Cigar Co., Detroit, Mich. Transferred to American Box Supply Co., and re-transferred to J. Mazer Sons' Cigar Co., Detroit, Mich., May 23, 1933.

ANTOINE DE LA MOTHE CADILLAC:—42,692 (T. M. A.). For cigars. Registered January 4, 1923, by American Box Supply Co., Detroit, Mich. Transferred to the Fleck Cigar Co., and re-transferred to the American Box Supply Co., Detroit, Mich., June 24, 1933.

"What a welcome visitor THE TOBACCO WORLD must be to wholesalers and retailers!

"If they are only half as interested in reading it as we ourselves are, we're glad our ad is in it regularly"—

says an advertiser.

AUGUST 15, 1933

VOLUME 53 — No. 16

LIBRARY RECEIVED AUG 17 1933 U.S. Department of Agriculture

THE TOBACCO WORLD

COMMON SENSE

The importance of attractive and dependable containers for fine cigars is recognized by the progressive cigar manufacturer.

Generally the brands that are increasing their goodwill in this present analytical market are packed in the *new improved AUTOKRAFT cigar boxes.*

Cigar Manufacturers who have not investigated the value of the merits and economies of the splendid and inviting package may obtain complete details promptly by addressing the AUTOKRAFT BOX CORPORATION.

Phila., Pa.
Hanover, Pa.
Cincinnati, Ohio

AUTOKRAFT BOX CORPORATION
LIMA OHIO
A Nation Wide Service

York, Pa.
Chicago, Ill.
Detroit, Mich.
Wheeling, W. Va.

PUBLISHED ON THE 1ST AND 15TH OF EACH MONTH AT 236 CHESTNUT ST., PHILA., PA.

After all nothing satisfies like a good cigar

WOODEN BOXES

Are the Only Natural Humidor for Cigars.

Pack your cigars in wooden boxes and preserve their delicate aroma, mellowness and flavor right up to the time they are passed over the counter to the customer.

Discriminating cigar smokers prefer to select their favorite brand from a wooden box—and it's good business to cater to the dealer and consumer by packing your cigars in wooden boxes.

WHEN BUYING CIGARS
Remember that Regardless of Price
THE BEST CIGARS
ARE PACKED IN
WOODEN BOXES

THE TOBACCO WORLD

Vol 53 AUGUST 15, 1933 No. 16

The TOBACCO WORLD has signed the President's agreement and is operating under the NRA Code, gladly and wholeheartedly co-operating to the fullest extent in the Administration's effort to promote industrial recovery.

•

WHEN the industrial historian of the future looks back over the years, seeking the cause or causes of the recrudescence of the tobacco business, he will date the rebirth of the trade in the month of June, 1933, because it was then that the industry, for the first time in its long history, began, seriously, studiously and painstakingly, to learn something about itself. This future student of business conditions will come to the conclusion that tobacco's "come-back" constitutes one of the most striking confirmations in history of the truth of the ancient adage that "Knowledge is power."

WE anticipate beneficial results to the industry directly from the operation of the President's Industrial Recovery Act. Since the Utopian objective of the Act is "the greatest good of the greatest number," and since each code submitted is gauged by the measure of its approximation to that ideal, we cannot but believe that the tobacco industry, as a whole, will benefit from almost the beginning of this latest manifestation of the New Deal, even though an individual or a group, here and there, may, temporarily at least, suffer hardship. And we do not share the often-expressed skepticism over the success of the Act, because, as it is said, it is "a law without teeth." We have a hunch that those streaks of forked lightning in the left talon of the Blue Eagle symbolize what may happen to business buzzards who, through code violation, become the Blue Eagle's prey.

BUT we anticipate infinitely greater benefits to the industry from the knowledge of itself in all its ramifications which has been acquired during the study, analysis and research necessary for the compilation of a code equitable to all its diversified elements. Having thus complied by compulsion to the injunction to "know thyself," it is inconceivable that this giant Tobacco will ever again allow itself to become rusty in that self-knowledge. That other industrial giant, the Automobile, much younger than Tobacco, learned the lesson of the inestimable value of that self-knowledge many years ago, and its biggest unit, General Motors, taking that lesson to heart for its own purposes, built its supremacy on the slogan, "Get the Facts or the Facts Will Get You!" That is why we predict that the unidentified historian of the future, recording the annals of Tobacco, which will have grown far beyond the dreams of even those intimately conversant with its past and present, will date the beginning of that growth from the time when the industry first began to learn all about itself.

SO FAR as our observation goes, no one has criticized the cigar manufacturers for their delay in formulating a code on the score of disinclination, unwillingness, deliberate dilly-dallying or other manifestation of a lack of readiness to co-operate for the promotion of business generally. It was evident from the moment the manufacturers went to work on their code that the complexities of the business itself, aggravated by geographical differences, would greatly delay them in the adoption of a program of fair practice which would be fair and equitable to all elements of the industry, as well as acceptable to the National Recovery Administration at Washington. It was admittedly a tough assignment for the cigar manufacturers' special committee, but it was known from the outset that these earnest, hard-working committee members, devoting all their time to NIRA, to the sacrifice of their own business interests, would quickly finish their labors on the code as soon as they got the requisite information.

INFORMATION! There was the rub! The industry did not know itself. The sleeping giant, Tobacco, had to be awakened by the urgency of an order from the President of the United States to learn something about its traits, habits and characteristics, yes, even about its size. If you doubt that last statement, please give thought to the extraordinary fact that up to a few weeks ago, the tobacco industry did not know the number of retail sales outlets for cigars in the United States. Even now the figure is only a wild guess. The real cause of the delay of the cigar code-makers was not the diversified character of the business, but to a lamentable lack of information regarding the details of that diversification. After all, Tobacco did not take on its complex character last week, or last month, or last year. That character has been growing during all the years of the industry's history. So big and so important an industry should have had full information concerning all its elements. And the recently organized National Tobacco Council should adopt as one of its fundamental purposes the setting-up and maintenance of the necessary machinery to collate detailed information about the industry and to keep that information up to date at all times.

The TOBACCO WORLD (established 1881) is published by Tobacco World Corporation; Hobart B. Hankins, President and Treasurer; Gerald B. Hankins, Secretary. Office, 236 Chestnut Street, Philadelphia, Pa. Issued on the 1st and 15th of each month. Subscriptions, available only to those engaged in the tobacco industry, $2.00 a year, 20 cents a copy; foreign, $3.50 a year. Entered as second-class mail matter, December 22, 1909, at the Post Office, Philadelphia, Pa., under the Act of March 3, 1879.

Washington Approves Re-Employment Code of Cigar Manufacturers

FIRST of the industrial codes to be approved since the operation of the NRA blanket agreement, a modified Presidential re-employment agreement for the tobacco industry was adopted and made public on Monday, August 14th. Those familiar with the Administration's almost insatiable appetite for data have some conception of the work behind the acceptance of any code, but only those intimately conversant with the manifold complexities of the cigar business, and the hitherto sad lack of information regarding the details of those complexities, can realize the herculean task accomplished by the Special Cigar Committee of the Associated Cigar Manufacturers and Leaf Tobacco Dealers, headed by Harvey L. Hirst.

Under the provisions of the temporary agreement, which employers may comply with and receive the NRA blue eagle pending hearings on a permanent code, a minimum wage schedule for mechanical workers or artisans would be 32 cents an hour in all States except Virginia, North Carolina, Florida and ten other Southern States. In these excepted States a minimum wage of 30 cents per hour was provided.

The maximum 40-hour week carried the exception that it might be exceeded under seasonal or peak demand, but in no case may an employee work more than an aggregate of forty-five hours a week for four months in any year, nor more than 2000 hours in any one year.

The maximum hour limitations would not apply to employees in any executive or supervisory capacity, who receive more than $35 per week, nor in cases of emergency to repairmen, engineers, electricians, firemen, shippers, watchmen, watching crews and outside crews and cleaners, but they would receive time and one-third during the emergency for overtime.

The minimum wage would apply as a guarantee regardless of whether the worker is compensated on a basis of a time rate or piecework. In addition the following exceptions would apply:

Learners and apprentices, provided that not more than 10 per cent. of the total employees in any establishment be classed as learners or apprentices, the period of apprenticeship not to exceed three months for machine manufacturers. During this period they would be paid a minimum wage of $6 per week for the first month, $8 for the second month, and $10 for the third.

For hand manufacturers, a six-month apprenticeship, with a minimum wage of $6 a week for the first two months, $8 for the second two months, and $10 for the last two months, was provided. The exceptions also applied to hand and machine cigarmakers "who are inefficient by reason of age or otherwise, whom a manufacturer would normally be required to lay off due to the establishment of a minimum wage."

Such employees would receive the same rate for piece work as employees entitled to the minimum wage, and the maximum number of employees classified under this section would not exceed 3 per cent. of the total number of cigar machine operators, or 17 per cent. of the total number of hand cigarmakers in the establishment.

The general provisions for minimum wages also would except persons employed as strippers, who would receive a minimum wage of 22½ cents per hour.

Distributors' and Dealers' Code

ON August 5th, a code of fair competition, including a marketing arrangement, was submitted to the NRA in Washington by the National Association of Tobacco Distributors and the Retail Tobacco Dealers of America, Inc. It is estimated that there are approximately 800,000 tobacco retailers in the United States, and these, as well as the many thousands of employees, will all come under the regulations of the code.

Purposes

Article I.—This Code and Marketing Arrangement (hereafter sometimes called the Code) is established for the purpose of accomplishing or aiding to accomplish with respect to the wholesale and retail tobacco business throughout the United States the objects set forth in the National Industrial Recovery Act and the Agricultural Adjustment Act.

Definitions and Description

Article II.—Section 1. The term "Tobacco Industry" as used herein means the manufacture and distribution to the consuming public of cigarettes, smoking tobacco, cigars, chewing tobacco, snuff and other tobacco products.

Section 2. The Tobacco Industry is divided into three branches:

(a) Manufacturers of one or more of the products above mentioned;

(b) Jobbers or wholesale dealers therein sometimes called wholesale distributors;

(c) Retail dealers.

Section 3. A wholesale tobacco distributor or jobber is an individual, partnership or corporation, which buys directly from the manufacturer, is actively engaged in the sale and distribution of tobacco products at wholesale and which maintains one or more visiting salesmen, chauffeurs, packers, shipping clerks, operates, or contracts for, a truck delivery service and extends credit to the retail trade.

Section 4. According to the almost universal custom and practice of the tobacco industry, the retail dealer is the only one having direct contact with the consuming public. The manufacturer in general sells his products exclusively to the wholesalers or jobbers, who maintain warehouses and organizations throughout the country for the sale of tobacco products to the retailers and perform the service of extending credit and of keeping on hand large quantities of the products of the various manufacturers so that prompt delivery of any brands can be made to the retailers of their respective districts. The retailers are those who maintain and operate stores, stands, or other enterprises for the sale to the public of tobacco products either exclusively or as part of a business handling other articles, such, for example, as drugs, candy, stationery, or groceries.

Section 5. Certain retailers maintain and operate more than one establishment. A certain number maintain and operate chains of stores numbering in certain cases as many as 700. Certain of the chain store concerns and large dealers deal directly with the manufacturer and perform for themselves the function of jobbers, maintaining warehouses for the storage and handling of large quantities.

Section 6. In certain cases manufacturers of cigars or other tobacco products deal directly with the public either through a mail order business or by maintaining combination retail stores and places for the manufacture of tobacco products. The cases falling into this class constitute a very small proportion of the Tobacco Industry.

Section 7. Approximately 95 per cent. of all of the business of the Tobacco Industry is conducted as described in Sections 4 and 5 hereof.

Section 8. The Tobacco Industry employs the following classes of labor in addition to executives and administrative help:

(a) Employees engaged directly or indirectly in the manufacture of tobacco products and the packing and shipment thereof. Certain tobacco products are made entirely by hand labor. Others, such as cigarettes and certain brands of cigars, are made by machines which are tended by employees.

(b) The wholesale distributors or jobbers employ labor as more particularly stated in section 3 above for the handling, shipment and delivery of tobacco products and accessories and salesmen for the solicitation of orders.

(c) The retailers employ clerks for the sale of merchandise to the public and accessory help such as cashiers, porters, delivery men, etc.

It is estimated that there are throughout the United States approximately 800,000 retail outlets of tobacco products. Of that number the greater part are small shopkeepers who devote their personal service and labor and often those of members of their family to the maintenance and operation of their establishments, working an average of eighteen hours per day.

The retail tobacco dealers are the largest employers of labor in the Tobacco Industry.

General Labor Provisions

Article III.—Section 1. Employees shall have the right to organize and bargain collectively through representatives of their own choosing and shall be free from the interference, restraint or coercion of employers of labor or their agents in the designation of such representatives or in self-organization or in other concerted activities for the purpose of collective bargaining or other mutual aid or protection.

Section 2. No employee and no one seeking employment shall be required, as a condition of employment, to join any company union or to refrain from joining, organizing or assisting a labor organization of his own choosing.

Section 3. Employers shall comply with the maximum hours of labor and minimum rates of pay and other working conditions of employment approved or prescribed by the President.

Minimum Wages and Maximum Hours

Article IV.—Section 1. Subject to the provisions of Article VI, on and after the effective date, the minimum wages to be paid to employees of wholesale distributors or retailers (except outside salesmen for wholesalers) shall be as follows:

(a) In cities of over 500,000 population or in the immediate trade area thereof—$15.00 per week.

(b) In cities of between 250,000 and 500,000 population or in the immediate trade area thereof—$14.50 per week.

(c) In cities of between 2500 and 250,000 population or in the immediate trade area thereof—$14.00 per week.

(d) In towns of less than 2500 taking the wage paid as of July 1, 1933 as a base, wages shall be increased by not less than 20 per cent., provided, that this shall not require wages in excess of $12.00 per week.

Population, for the purpose of this Code shall be determined by reference to the 1930 Federal Census.

Outside salesmen shall receive a minimum *net* wage of $25.00 per week, plus commissions, or a drawing account of $25.00 per week chargeable to commissions, depending upon the territory wherein salesmen are employed and agreements between themselves and their employers relative to road expenses, etc.

The amounts by which the wages now paid exceed the above schedule, and wages paid to more highly paid classes, shall not be reduced, and increases shall be effected from time to time if and when general conditions permit.

Section 2. Subject to the provisions of Article VI, on and after the effective date, maximum working hours for employees of wholesale distributors shall be forty-eight (48) hours per week. An employee may work less than eight hours on any day, making up the difference on another day, but in no event shall an employee work more than ten hours in any one day. The foregoing shall not apply to any employee in a managerial or executive capacity receiving more than $35.00 per week.

Section 3. Subject to the provisions of Article VI, on and after the effective date, maximum working hours for employees of retail distributors shall be forty-eight (48) hours per week. An employee may work less than eight hours on any day making up the difference on another day, but in no event shall an employee work more than ten hours in any one day. The foregoing shall not apply to any employee in a managerial or executive capacity receiving more than $35.00 per week, nor to proprietors of retail establishments or members of their families.

Article V.—No minor under the age of sixteen shall be employed by any wholesale distributor or retailer except that persons between fourteen and sixteen may be employed by retailers for not to exceed three hours per day, and those hours between 7 A. M. and 7 P. M., in such work as will not interfere with hours of day school.

Marketing Arrangements

Article VI.—The prosperity of the tobacco growers and manufacturers and the very existence of the wholesale and retail distributors under the labor provisions adopted by this Code being dependent not only upon sound principles of production but also and in-

separably upon adequate arrangements of distribution, the following marketing provisions are adopted:

Section 1. Every manufacturer shall publish and file with National Tobacco Council, Inc., the minimum price at which his product is intended to be sold at retail, exclusive of any governmental tax or charge thereon required to be paid by the wholesaler or retailer, which price is hereinafter referred to as the "Retail Price."

Section 2. Upon all sales of tobacco products to wholesale distributors the manufacturer shall allow minimum discounts as follows:

On cigarettes, a discount from the retail price of 20 per cent., 5 per cent. and 2 per cent.

On Class A cigars, little cigars, smoking tobacco and snuff. 25 per cent., 10 per cent. and 2 per cent.

On all cigars other than Class A cigars, 25 per cent., 12 per cent. and 2 per cent.

(Class A cigars are cigars the retail price of which shall be five cents (5¢) per unit or less.)

Section 3. Each wholesale distributor upon resale to a retailer shall allow the retailer the following minimum discounts:

On cigarettes, 20 per cent. from the retail price;

On cigars, little cigars, smoking tobacco and snuff 25 per cent.; provided, however, that in no case shall a discount be allowed which would result in the wholesaler retaining less than the full discounts specified in Section 2 above of 5 per cent. and 2 per cent. on cigarettes, and 10 per cent. and 2 per cent. on Class A cigars, little cigars, smoking tobacco and snuff, and 12 per cent. and 2 per cent. on cigars other than Class A cigars.

Section 4. Upon any sale by a manufacturer direct to a retailer, the manufacturer may allow discounts from the retail price not to exceed the discounts allowed to wholesalers.

Section 5. In the case of all merchandise purchased by retailers from manufacturers or wholesale distributors in connection with which a retail price shall be published or filed by the manufacturer, the retailer shall sell such articles at retail at not less than the retail price so filed and published, without any discount, reduction, or rebate, direct or indirect, except as hereinafter provided.

Section 6. No wholesaler or retailer shall give, directly or indirectly, any rebate in the form of trading coupons or other consideration, unless such coupon or other consideration be included by the manufacturer in the cost of the article sold.

Section 7. In the case of any retailer granting a cash discount upon all purchases made, any sales of tobacco products shall be excluded in computing the cash discount to be allowed, or the amount of the cash discount shall be included in the official price of the merchandise sold, in addition to the minimum prices provided.

Section 8. Notwithstanding anything to the contrary in this Code contained, the giving by a retailer of not more than one pad of matches to a customer for each unit sold, or five pads to a box of twenty-five cigars or ten pads to a box of fifty cigars shall be permissible.

Section 9. In the event of the sale at retail of multiples of not less than ten units, a discount of not more than 5 per cent. may be allowed except in the case of cigars selling for less than five cents.

Article VII.—The provisions of this Code shall apply to all persons, firms and corporations engaged in the sale at retail of any tobacco products, whether or not such sale at retail of tobacco products shall constitute the whole or only a part of the business of such retailer.

Administration

Article VIII.—Subject to the approval of the proper authorities, National Tobacco Council, Inc., is hereby constituted an agency to assist in the administration of the provisions of this Code and Marketing Arrangement and of the National Industrial Recovery Act and Agricultural Adjustment Act applicable thereto. Said National Tobacco Council, Inc., shall, subject to the approval of the proper authorities, issue and enforce such rules, regulations and interpretations, including trade practices; and shall impose upon persons subject to the jurisdiction of this Code such restrictions and designate such agents and delegate such authority to them as may be necessary to effectuate the purposes and to enforce the provisions hereof. National Tobacco Council, Inc., may establish divisions and subdivisions of the business and shall appoint appropriate agencies for the administration of this Code and Marketing Arrangement in each division or subdivision. National Tobacco Council, Inc., may delegate to said agencies all necessary power and authority for the administration of this Code within the divisions or subdivisions, including the adoption of divisional and subdivisional code provisions not inconsistent with this Code, but shall reserve and retain the power and duty to enforce the provisions of this Code.

Code Reports

Article IX.—In order that the proper authorities may be informed of the extent of observance of the provisions of this Code and Marketing Arrangement and of the extent to which the declared policy of the National Industrial Recovery Act and Agricultural Adjustment Act as stated herein is being effectuated in the Tobacco Industry, persons subject to the jurisdiction of this Code shall at the request of National Tobacco Council, Inc., make periodically to National Tobacco Council, Inc., such reports on wages, hours of labor, conditions of employment, number of employees, shipment, sales, stocks, prices, and other data pertinent to the purposes of this Code as may be required; and shall permit inspection of pertinent records by authorized agents.

Article X.—The term "effective date" as used herein is defined to be the second Monday after the approval of this Code.

Article XI.—Section 1. This Code is not designed to promote monopolies and shall not be availed of for that purpose.

Section 2. The provisions of this Code shall not be so interpreted or administered as to eliminate or oppress small enterprises or to discriminate against them.

Article XII.—As required by Section 10 (b) of Title I of the National Industrial Recovery Act, it is hereby expressly provided that the President of the United States may from time to time cancel or modify any order, approval, license, rule or regulation issued under the said Title.

Article XIII.—Except as in Article III, Section 3 expressly provided, the parties to this Code shall not be bound by any changes or amendments hereof not expressly consented to by said parties, and said parties reserve the right from time to time to propose for official approval such amendments or further Codes as the state of the industry may from time to time require.

Musings of a Cigar Store Indian

By Chief "Young-Man-Smoke-Cigars"

YOUNGSTERS of today who know of my vanished wooden race only from hearsay, are naturally wont to think of the cigar store Indian as a standardized figure that was the same wherever seen, each one being a copy of one master model or pattern. But my active days preceded by many years the era of automatic machinery, quantity production and standardization. As I told you in my last musings, the cigar store Indian was strictly handmade, as were the cigars he was used to advertise. For that reason there was no strict uniformity in his appearance. The sculptor was allowed more or less free scope for his saw, knife and chisel, plus the conventional conception of what an Indian should look like. As a result, there was a great variety of figures, a family resemblance being maintained, however, by the swarthy coloring of the features and the gaily-painted robes and headfeathers.

TO BE sure, there was one figure more common than the others. This was the Brave gazing with right hand over his brow, his left hand at his side and filled with a bundle of cigars. Another favorite Redman grasped a long-barreled gun, originally a flint lock, which, more often than not, had seen active service in human hands before being placed in the wooden grip of the misnamed Lo, the poor Indian. Next in popularity was the Indian Queen, with a tobacco leaf or a bunch of cigars in her hand. Then came a Squaw with Papoose, and the pretty Indian maiden, known sometimes as Minnehaha and sometimes as Pocahontas, as witness that bewitching little miss in the reception room of the world's largest tobacco factory, at Ninth Street and Columbia Avenue, in Philadelphia.

ONE of the most famous members of our tribe was not used as a tobacco sign, but as a symbol of that New York City political organization whose history is famous or infamous, depending on your point of view. When the hall on Fourteenth Street was completed as headquarters for the society, it was suggested that an arched ornament be added to decorate the top of the facade. One of the Sachems proposed a statue of the organization's patron saint, Indian Chief Tammenand, who was jocosely nicknamed St. Tammany. Under him have passed, since his erection in 1878, politicians of local, State, national and international prominence. What an interesting history his musings would make!

MORE than one paradox is connected with the history of the cigar store Indian. One, as I have already pointed out, is the incontrovertible fact that our aboriginal ancestor was born, not on American soil, but in the thriving business section of London—a blooming Britisher! And there is no record to show that the first wooden Redmen brought to this country were ever properly naturalized. Believe it or not, Ripley missed that one.

ANOTHER paradox about us is that, while the wooden figures that used to stand in front of all self-respecting tobacconist's stores are today remembered only as Indians, a great many of them were not redskins at all. The fact is that a wide variety of figures was represented. Oldsters among the readers of this page can call to mind examples of all, or nearly all, the figures in the list: Punch, Punchinello, Puck, Policeman, Baseball Player, Hunter, Highland Chieftain, Goddess of Liberty, Cupid, Metamora (as portrayed by Edwin Forrest), Lord Dundreary (sculpted from a likeness of the elder Sothern), Clown, Colored Boy, Humpty Dumpty, Mephisto, "Girls of the Period," Drum Major, Soldier (carrying genuine old musket), Admiral Dewey, Scotch Girl and "Champagne Charley."

IT IS not difficult to surmise what happened. There was a logical reason for the original adoption of the Indian as a sign token of "Tobacco for Sale." By this means a London apothecary let it be known to all who passed by that they could purchase in his store the wonderful leaf that grew in America. The Indian spelled America to the English and the bundle of tobacco in his hand told the rest of the story. Soon the Indian grew to identify stores in England and here, also, that dealt in all forms of tobacco. After a time one of the wood carvers tired of the job of creating Indian after Indian, so he tried his hand at Punch. He sold the figure readily and made a series of the same. His success prompted an American carver to essay a baseball player. And so it went, until there was a diversified gallery of figures. Sometimes they carried cigars or tobacco leaves, sometimes not. But, since no other class of business utilized large figures of any kind for identification purposes, these wooden images immediately betokened a tobacco store, no matter what character was represented, and no matter whether tobacco was part of the statue or not. It is another contribution to Ripley's collection that the "Cigar Store Indian" of the Gay Nineties was sometimes a representation of E. H. Sothern in the role of Lord Dundreary!

MY DIP into genealogy has revealed other entertaining and little-known details about this first tobacco advertising device, but these will have to wait for publication of the next issue. In the meantime, I shall welcome from readers any further information about my brother Braves, who belong as truly to the tobacco business as does the striped pole to the barber trade.

How Acreage Reduction Plan Operates

By OTTO OLSON

Representative of Agricultural Adjustment Administration

THE Agricultural Adjustment Administration, as a step toward adjusting the supply of cigar-leaf tobacco to consumptive requirements, has adopted a plan for reducing the cigar tobacco acreage in the United States.

Under the plan the Secretary of Agriculture agrees with producers to pay for the reduction of cigar-tobacco acreage. The contract binds each producer: (1) Not to grow in 1933 more than 50 per cent. of the base tobacco acreage for his farm; (2) to remove from tobacco production in 1933 any acreage already planted which is in excess of the allowed acreage; (3) to limit the use of that portion of the base tobacco acreage not permitted to be used for tobacco in 1933; and (4) to carry out similar limitations upon the use of his base tobacco acreage for the years 1934 and 1935, if requested by the Secretary.

The money required to make payments to growers who sign the agreements will be raised through a processing tax to be applied on all processed cigar-leaf tobacco. This tax will be collected from the manufacturers using cigar tobacco and will apply to imported as well as to domestic cigar types. The tax will become effective at the beginning of the next marketing year and will probably begin either October 1st or November 1st.

In return for this agreement, each producer will receive two cash payments from the Secretary during each of the crop years in which the acreage limitations are requested. The first payment will be made not later than November 1, 1933, and the second within sixty days after the presentation of proof that all terms and conditions of the contract have been performed.

The amount of the first payment per acre of required reduction in 1933, as set forth in the contract, will be uniform for all farms in the district and is equal to approximately 20 per cent. of the fair exchange value of one acre of tobacco in the district. If the Secretary of Agriculture requires the producer to limit his acreage in 1934 and/or 1935, the amount of the first payment per acre of required reduction in such year will be not less than approximately three-fourths of the amount of the first payment in 1933.

The second payment per acre of required reduction on each farm will be adjusted to the market value per acre of tobacco harvested on the farm.

For the crop of 1933, the second payment per acre of required reduction will equal 40 per cent. of the average market value per acre of tobacco harvested by the producer in 1933.

For the crops of 1934 and/or 1935, the second payment per acre of required reduction will be not less than 30 per cent. of the average market value per acre of tobacco harvested by the producer in 1934 and/or 1935.

If no tobacco is harvested by the producer, or if it is found that the acreage harvested was planted solely for the purpose of establishing a base for a second payment, the amount per acre of the second payment shall be the minimum second payment, which is approximately 60 per cent. of the amount per acre of the first payment.

The payments indicated for 1934 and/or 1935 are merely the minimum guaranteed by the Secretary of Agriculture and the payments actually made may be larger. The rates given are lower than those used for 1933 because the required reductions in those years would be specified before the crop is planted and costs to producers of adjusting the tobacco acreage would be materially less than in 1933.

It is the intent of the Secretary of Agriculture that producers who sign agreements shall fare better than those who do not. The powers granted under the Agricultural Adjustment Act will be used to the fullest extent to bring this about.

The contract binds each producer to grow, in 1933, not more than 50 per cent. of his base tobacco acreage. He has the privilege to choose any one of three methods for determining that base. His choices are:

(a) He may take as a base tobacco acreage 80 per cent. of the average acreage planted to tobacco on his farm in 1931 and 1932.

(b) He may take as a base tobacco acreage the entire acreage planted to tobacco on his farm in 1932, *provided* such acreage did not exceed that planted to tobacco in 1931.

(c) He may take as a base tobacco acreage the average acreage planted to tobacco on his farm in 1931 and 1932, *provided* the tobacco acreage planted in 1932 was greater than that of 1931.

The acreage of tobacco grown in 1933 shall not exceed 50 per cent. of the base tobacco acreage, although more than 50 per cent. of the base may be taken or kept out of production. If acreage is reduced more than 50 per cent., payments will be made only on the required 50 per cent. reduction.

Once the base tobacco acreage for a farm has been determined, it may not be changed during the term of the contract. The method giving the highest base tobacco acreage for a farm would permit the production of the greatest number of acres of tobacco and would give the greatest number of acres upon which payments could be received. If the producer has already made changes in his farm enterprises to displace a part of the acreage formerly used for tobacco, it may be to his advantage to select the lowest possible base tobacco acreage in order that the other enterprises and the returns obtained from them may be disturbed as little as possible. Under these conditions the payments for reductions in tobacco acreage would be less, but the additional income from the other enterprises might be more than sufficient to offset the difference so that the total farm income would be larger with a small base tobacco acreage than with a large one.

It should be kept clearly in mind at all times that, under the terms of the contract, all payments to producers are made in consideration of certain specified performances in 1933, 1934, and/or 1935. They are in no sense a reward for what has been done in the past, but each producer is permitted, through his choice of a base acreage, to take account of adjustments he has

already made on his farm in planning to make further adjustments.

The producer is required under the contract not to make any further applications of commercial fertilizer in 1933 upon land used for tobacco production if the resulting total application per acre should be larger than that in 1932. Also, he is restrained from adopting unusual cultural practices.

If the Secretary finds that the yield per acre of tobacco grown by any producer is excessive in view of seasonal growing conditions and methods of production, he reserves the right to require that the excessive portion of such yield shall be used for fertilizer on the farm or for other non-commercial purposes. This prevents producers from offsetting or partially offsetting decreases in acreage by increasing the yield per acre.

Land taken or kept out of production under the terms of the contract shall be land on whcih tobacco is ordinarily grown on the farm under consideration, either annually or during the course of a rotation.

No crops for sale may be grown upon any part of the contracted acreage. Cover crops or soil-maintenance crops not to be harvested may be grown upon it at any time and, in 1933, food crops for consumption on the farm or feed crops to be fed to livestock that is to be consumed on the farm may be grown on not more than one-half of it. The remainder must be left idle. In 1934 and/or 1935 the Secretary may require that no crops other than soil-maintenance crops be grown on any part of the contracted acreage.

The production of food and feed crops on one-half the contracted acreage is permitted in 1933 in order to disturb as little as possible the adjustments already made on tobacco farms. Many growers have already made plans which involve reducing their 1933 tobacco acreage and have planted a portion of the base tobacco acreage in other crops. The amount of such planned reduction in tobacco acreage which, on the average, has been planted to other crops has been estimated to be between 20 and 25 per cent. of the base tobacco acreage. If this estimate is correct, this would mean that approximately half of the contracted acreage of 1933 is now used for these crops.

If food crops for home consumption on the farm or feed crops for livestock for home consumption on the farm are harvested or pastured on more than one-half the contracted acreage in 1933, the acreage on which payments shall be made in 1933 shall be reduced by the number of acres so used in excess of the 50 per cent. allowed.

In no case can the producer be required to grow a smaller acreage of tobacco than the allowed acreage for 1933. At the Secretary's discretion, the required reduction of acreage in 1934 and/or 1935 may be less than the required reduction in 1933, or if he considers it advisable to do so, the limitations upon acreage may be lifted altogether.

On the other hand, a further limitation may be imposed upon the use of the contracted acreage (*i. e.*, that portion of the base tobacco acreage not permitted in tobacco). If a continued reduction of tobacco acreage is required, the Secretary may, if he should find it necessary, require the producer to grow no crops for harvest or for pasture upon any portion of the contracted acreage. However, in case the limitations upon tobacco acreage are made inoperative for either or both of these years the limitations upon the use of contracted acreage also would be made inoperative.

In exercising the privileges set forth in the contract with respect to 1934 and/or 1935, the Secretary will take into account the supply relationships among districts. Any action taken will apply uniformly to all producers who are parties to the contract of a given district.

Any farm is eligible for an acreage reduction contract if tobacco, of the type or types named in the contract, was grown upon it in 1931 or 1932.

No contract will be entered into unless it is made with either (1) a person having complete control over the use of the land involved for the full term of the contract, or (2) a person who has obtained the necessary signatures on the Statement of Consent to give him such control.

Organize and Join National Association

By WILLIAM A. HOLLINGSWORTH

President, Retail Tobacco Dealers of America, Inc.

THE Retail Tobacco Dealers of America, Inc., the national association organized under the National Industrial Recovery Act, to act on behalf of retail tobacco dealers throughout the country, is the only association of its kind which has the official recognition of the Federal authorities at Washington.

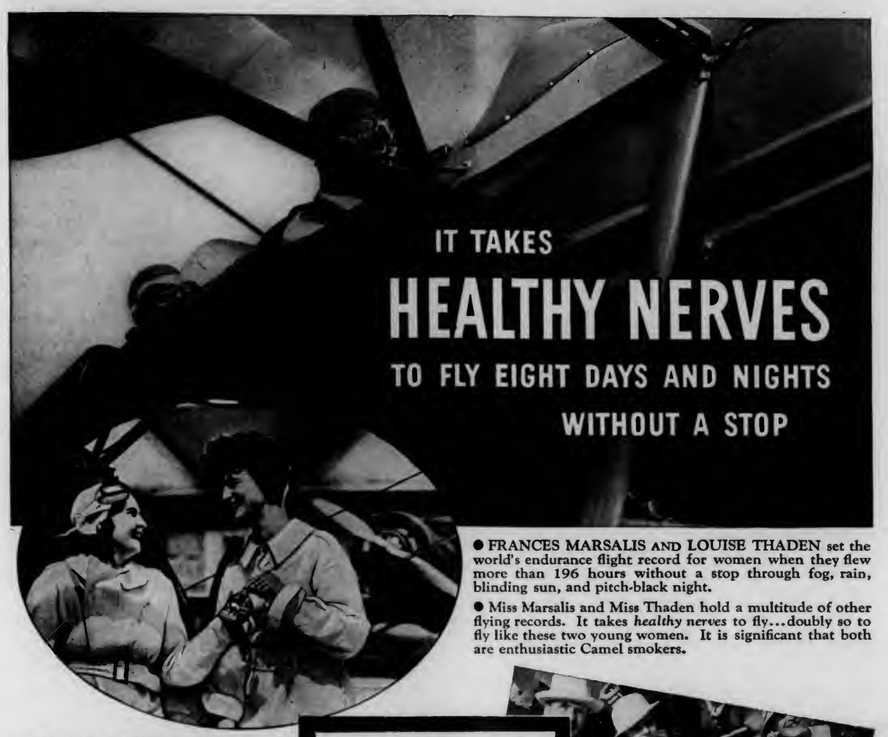
It should be borne in mind that any merchant who deals in whole, or in part, in tobacco products is vitally affected by the Recovery Act and its operations. Organization work is speedily going on over the entire country. Inquiries are pouring in directly and indirectly as to procedure in affiliating with R. T. D. A., to get the benefit of its protection and advice.

It is obviously impossible for the national organization to be in close touch with each of the 800,000 retail tobacco dealers in the United States. We, therefore, strongly urge that each community proceed at once to organize a local association, which should become a member of Retail Tobacco Dealers of America, Inc. Even where local organizations already exist they should get full information from headquarters so that procedure everywhere may be uniform.

In order that dealers everywhere may know how to proceed rapidly in their local work, they should,

1. Call a meeting of dealers.
2. Organize an association.
3. Adopt constitution and by-laws.
4. Procure members.
5. Have the association become affiliated with the national organization, the R. T. D. A.
6. Each member of the local organization will then automatically be a member of the national organization.

Full information and forms which will permit dealers to organize and function may be obtained by applying to Retail Tobacco Dealers of America, Inc., 233 Broadway, New York, N. Y.



● FRANCES MARSALIS AND LOUISE THADEN set the world's endurance flight record for women when they flew more than 196 hours without a stop through fog, rain, blinding sun, and pitch-black night.

● Miss Marsalis and Miss Thaden hold a multitude of other flying records. It takes *healthy nerves* to fly...doubly so to fly like these two young women. It is significant that both are enthusiastic Camel smokers.

STEADY SMOKERS TURN TO CAMELS

MISS THADEN says: "Flying is a terrific strain at times. I frankly don't know what I should do without cigarettes. But I've found that different cigarettes have different effects on my nerves. For some years I've smoked Camels. They're much milder and never upset my nerves."

MISS MARSALIS says: "I started smoking Camels because most of my friends who were flyers seemed to prefer them. I've never changed because I can't afford to take chances with my nervous system."

* * *

Camel's costlier tobaccos never jangle the nerves. *Your* taste and *your* nerves will confirm this. Turn to Camels.

IT IS MORE FUN TO KNOW

Camels are made from finer, MORE EXPENSIVE tobaccos than any other popular brand. You will find Camels rich in flavor and delightfully mild.

● WHAT A THRILL! And how a good smoke adds to its enjoyment. Light up a cigarette. And for the sake of your nerves, make it a Camel.

Copyright, 1933, R. J. Reynolds Tobacco Company

Camel's Costlier Tobaccos

NEVER GET ON YOUR NERVES
NEVER TIRE YOUR TASTE

Famous 1730 Virginia Tobacco Law

By DR. HENRY R. McILWAINE

Virginia State Libarian

(Concluded)

THE INSPECTORS were to make prompt reports to the naval officers as to all export tobacco inspected and stamped by them and in what ship or ships same was laden.

Inspectors were to take solemn oath that they would faithfully attend to their duties and give large bond with approved security. They were to attend daily, Sundays and holidays excepted, at the warehouses from the tenth day of November (the day on which inspections of the new crop of tobacco were to begin) till the last day of the following June, after which time no tobacco was to be received till November.

The salary of an inspector was to be sixty pounds sterling per annum (about $2,000 in our present money) to be paid him by the Colony, and all fees were to be turned in to the treasurer of the Colony. No inspector was allowed to receive any reward in addition to his salary, and no inspector was allowed to trade in tobacco.

The person coming with a tobacco note and demanding delivery of the hogshead or other package of tobacco represented by the note had the right to demand reinspection of the tobacco so as to be assured of its goodness. In case of dispute between the owner of the note and the inspectors, the matter was to be settled by three justices of the peace not related to either party in the controversy.

Forgery of a tobacco note or tampering with a hogshead or other package of tobacco after it had been inspected and stamped was to be accounted a felony.

The proprietor of the land on which a warehouse was to be erected was asked in the law to build a warehouse and construct a convenient wharf, for both of which he was to be allowed just rental. If an owner refused to construct the warehouse and the wharf, commissioners managing the business were to value an acre of suitable land, which the inspectors or any other person or persons might purchase at the price named and on which they would be expected to construct the warehouse and the wharf, receiving annually a just rental therefor.

All loss by fire was to be made good to the owner or owners of the buildings and contents by the General Assembly at the next session.

The act was to be in force from the first of August next ensuing for four years.

In conclusion, I hope that you will permit me to read what one of our best Virginia historians, Mr. Fairfax Harrison, has written as to these effects. At the beginning of Chapter Two of his very interesting book entitled "The Equine F. F. Vs.," Mr. Harrison writes as follows: "However attained, such was the status of the Virginia horse [that is, as set forth in the preceding chapter] when the enactment and enforcement of Governor Gooch's tobacco inspection law of 1730 inaugurated in the colony an era of prosperity and consequent extravagance, the like of which had never been known before. It was in that period that the local magnates prepared to abandon their plantation houses, erected 'after the Virginia manner of building' defined in the statutes, of which Tuckahoe survives as a type, and to construct mansion houses in the English tradition, such as Westover and Mount Airy; to import and use 'chariots' for occasions of ceremony; to drink madeira as well as bumbo; to ride formally to hounds; and to keep horses for racing only."

Of course, in the beginning there was some opposition to the law. When it was passed by the House of Burgesses, five members voted against it, the number of those voting for it being forty-six. In the next year or two several of the warehouses were burned. The unintelligent people objected particularly to the necessity for carrying the tobacco to designated warehouses, to the strict inspection, and to the burning of the trash tobacco. Governor Gooch wrote a pamphlet which was widely distributed explaining in the clearest manner the virtues of the act. The title was "A Dialogue between Thomas Sweet-Scented, William Oronoco, Planters, both men of good understanding, and Justice Love Country, who can speak for himself." It was printed in Williamsburg by William Parks in 1732 and went through at least three editions. Many copies must have been printed. It is now, however, one of the scarcest items of Virginia, so scarce that it was altogether overlooked by William Clayton Torrence when he prepared in 1908 his excellent "Trial Bibliography of Colonial Virginia." It was not till 1924 that the Virginia State Library was able to secure a copy and then only a photostat copy of an original in the John Carter Brown Library. However it had done its work helping powerfully to win the support of all classes in Virginia for the law.

No law ever had more salutary effects. Virginia planters and traders in tobacco began to grow wealthy and able to import fine raiment and fine furniture and jewelry from abroad. Life expanded. The best of wines and other liquors were imported in surprising quantities. Thoroughbred horses were imported not only for riding but especially for racing. The great houses of Virginia such as Westover, Shirley, Carter's Grove, Mount Airy, Sabine Hall, etc., were built. Better still, these houses were filled with good books. It became the fashion for substantial people to order from England a goodly number of books each year. They frequently used when speaking and writing to each other the term "my book-seller" in very much the familiar way in which I am told that some of their degenerate descendants now use the term "my bootlegger." However this may be, it is a fact that our Colonial ancestors profited vastly by the reading of these books in a leisure that their wealth enabled them to enjoy. So that at the period of the Revolutionary War the number of great men produced by Virginia has caused the rest of the world to wonder. And this wealth which permitted the leisurely reading and study and meditation of our country gentlemen was largely built up on tobacco as inspected and exported in accordance with this great act of 1730.

They're Milder
They Taste Better

© 1933, Liggett & Myers Tobacco Co.

They Applauded the Commercial Announcements!

An Old Gold Radio Experience of Interest to Mr. Ripley

By FRANK W. HARWOOD

Vice-President, Lennen & Mitchell, Inc.

IN common with other advertising agencies, one of our biggest problems in producing radio programs intended to be integral parts of advertising campaigns, has been the treatment of commercial announcements.

As far as the sponsor and his agency are concerned, the advertising message in a broadcast is its most important part. All sorts of solutions to this troublesome problem have been suggested, even to the seriously meant and well-intended suggestion that the advertisements be eliminated from radio programs altogether. But that would be no solution because without the advertising announcement the whole purpose of the broadcast would be ignored.

Personally, I have never believed that the radio public was as antagonistic to the spoken advertisements inserted in the entertainment as many have been led to believe. I always have thought that the majority of listeners realize that programs must have economic support, and that in the main they accept quite willingly the advertising that goes with the entertainment.

There is a difference, however, between mere acceptance and close cordial attention. To gain the latter is the real problem. I do not believe the former ever was a problem to any considerable extent.

Our recent experience in the advertising of Old Gold cigarettes over the network of the Columbia Broadcasting System was an eye-opener. For this program we use the largest hook-up ever engineered for a commercially sponsored program. Every Wednesday evening we employ eighty-six stations of the Columbia chain, making the program available to 96 per cent. of the population of the nation. The experience of which I speak was so uncommon that I believe it will be of interest to all advertisers and producers of commercially sponsored radio programs.

We wanted to make it possible to present the Old Gold program before a large attending as well as listening audience. To that end we engaged Carnegie Hall in New York City. Carnegie Hall is the most renowned concert auditorium in the United States. It seats 3000 persons. For several decades it has been the home of the finest concert and choral organizations in New York.

The first Old Gold program, with Fred Waring and his Pennsylvanians, was given there on July 5th. When David Ross, of the Columbia chain acting as announcer, finished reading the commercial announcement that evening, he was greeted with thunderous applause in the same measure and with the same enthusiasm that had been so generously accorded to Mr. Waring and his entertainers. Mr. Ross was so taken by surprise that he lost his usual easy presence and stared open-mouthed at the immense audience beyond the footlights. Later, when he had recovered his aplomb, he half-seriously, half-humorously spoke of the happening as "the triumph of my commercial career." The business representatives from the Columbia chain were thunderstruck. Such a thing had never happened. As they put it, they "never expected to live to see the day when an advertisement would be applauded." They tried to fathom the reason and finally decided that it must have been due to the fact that it was our first night in Carnegie Hall.

But lo and behold! It happened again on July 12th. And still again on July 19th. (Presumably it will continue to happen.) Here was material of another order. This was not a flash in the pan; this was something real. So we started to dig a little deeper. We went through the mail which had been coming in in increasing volume long before we forsook the studio to place our broadcast in Carnegie Hall. In the mail we found the explanation. It was there all the time. The explanation is that the audience genuinely liked the commercial announcements and many of them had taken the trouble to write in and say so. The liking was spontaneous, but there was not available an easy method of expressing it. At Carnegie Hall the method was easy and wholly natural. There they were, 3000 in the audience, and they could express their approval in a natural manner. Hence the applause. Millions scattered in their homes all over the nation could not do this. Their letters, however, revealed that they felt about the radio advertising much the same as did those in the Carnegie Hall audience.

A few sample excerpts from letters show this clearly.

A St. Louis man engaged in the automobile business, wrote:

"Your 'plugging' is so fair and refreshingly different."

A Hartford, Conn., merchant wrote:

"You are handling your advertising in a very dignified and yet convincing manner without detracting too much from the listener's entertainment, which is the common fault of many radio programs."

A New York editor wrote:

"Best of all is the wonderful way in which you are getting over your commercial announcements on Old Gold cigarettes. I think they are the smoothest sales talks I have ever heard!"

A Bostonian wrote:

"You have a most novel and pleasing way of advertising. Your fairness is admirable. Certainly if a man is not prejudiced your logic will surely persuade him at least to try Old Gold."

These sample excerpts are typical. In my opinion they are proof that the commercial advertising in radio programs, heretofore considered so hazardous in the effect on audience attention, is not so hazardous after all.

The real problem is to make the commercial announcement as interesting as the program. If the program is first-rate and the advertising measures up to the entertainment standard, there will be no danger of losing the audience. The public apparently is of a mind to be fair about it. They simply want advertisers to be fair with them.

PHILADELPHIA.

Billy Penn Feeds Blue Eagle

PHILADELPHIA manufacturers, distributors, and retailers are anxiously awaiting the outcome of the National Recovery Administration's blanket code adoption, which became effective August 1st. Wages have been increased in many cases and employment also increased, which can have but one result—a substantial increase in the volume of sales of all merchandise. Webster Eisenlohr, Inc., and the G. H. P. Cigar Co., were among the first cigar manufacturers in Philadelphia to announce through widespread advertisements that they had signed the blanket code of the NRA and were eager to co-operate in the movement for the betterment of business and living conditions. A general feeling of co-operation and optimism prevails throughout the city.

M. J. Dalton Featuring "Match King"

A FINE window display in the M. J. Dalton store is featuring the new Everlasting Match in a combnation deal with any of the popular brands of cigarettes at 79 cents.

The Everlasting Match brings to mind at once the screen production "The Match King," in which the inventor of the "everlasting" match was placed in an insane asylum to prevent him from marketing his invention.

The Everlasting Match is an attractive lighter which operates without wheels, wicks, or springs and is small enough to be carried in a pocket or milady's purse without any inconvenience. There are many attractive finishes and sizes to choose from.

One example of its tremendous popularity is the fact that the Everlasting Match is sold at more than 120 concessions at the Century of Progress Fair in Chicago.

John Wagner & Sons are displaying the NRA emblem in their offices and co-operating to the fullest extent in the recovery movement. I. B. White, manager of the cigar department, has just returned from a trip through the northeastern part of the State and reports a wonderfully successful trip. Last week he visited the trade in Atlantic City and returned with a splendid volume of orders.

Trade Notes

Sam Adler, representing the Villazon factory, is making his headquarters for the summer, at the Ambassador Hotel, Atlantic City.

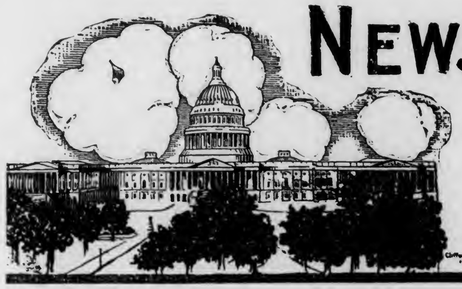
The Royalist factory, Grabosky Bros., Inc., North Second Street, are operating at a good pace and maintaining their sales and distribution at a substantial rate.

The M. J. Dalton stand, 617 Chestnut Street, and other stands of the Yahn & McDonnell chain throughout the city are featuring a fine display of Medalist cigars in their windows this week. This fine product of E. A. Kline is attracting lots of attention, as recorded by the sales in this territory.

George Stocking, of Arango y Arango, was in town last week visiting John Wagner & Sons, local distributors of the Don Sebastian brand, which is maintaining an excellent sales volume here, as well as in other parts of the country. Mr. Stocking reports business much better than last year for his company.

James Heaney, of the American Cigar Company, ran over from New York last week to pay a visit to Yahn & McDonnell, local distributors of Anthony y Cleopatra, Henry Clay & Bock brands, etc. This local house is operating under the "Blue Eagle" and co-operating in every way possible with the Industrial Recovery Administration.

George Zifferblatt & Co., South Third Street, manufacturers of the well-known Habanello cigar, are maintaining a steady pace in their manufacturing operations and their brand is meeting with a good demand. L. Konford, Joseph Miller and H. Fleshin have recently been added to the sales organization, covering northern New Jersey territory with good effect.



NEWS FROM CONGRESS AND FEDERAL DEPARTMENTS

FROM OUR WASHINGTON BUREAU 622 ALBEE BUILDING

A GREAT deal of attention is centered on the tobacco code, submitted by distributors and retailers, because of the fact that this is the first in which an attempt has been made to fix prices for manufactured products. An effort is being made by the oil industry to secure some sort of price fixing for crude oil, but no industry has yet submitted as complete a plan for price control of manufactured goods as contained in the tobacco agreement.

EVASION of the requirements of employment codes by retail stores which have signed the President's re-employment agreement will result in withdrawal of the Blue Eagle insignia of compliance.

Aroused by reports that many stores which have signed codes were resorting to staggering the hours of employees, elimination or reduction of delivery or other services and other methods of avoiding compliance with the spirit as well as the letter of the agreement, General Hugh S. Johnson, administrator for industrial control, on August 9th announced that drastic action would be taken against such establishments.

Pointing out that the purpose of the re-employment program is to increase employment, Johnson asserted "there can be no misunderstanding that purpose.

"The longer a store stays open each week, and the shorter number of hours each employee works each week, the greater will be the number who will be employed," he declared.

"Many owners of stores and many of the public have misinterpreted the intent of the Presidential agreement and of the provisional retail codes in this respect. It was on the representation that stores would remain open after the agreement had been signed as nearly as possible as many hours as before July 1, 1933, that codes were provisionally approved."

Referring to Section 8 of the agreement, binding employers "not to use any subterfuge to frustrate the spirit and intent of this agreement which is, among other things, to increase employment," Johnson declared that "when employers sign this agreement with their President after reading Section 8, no one could conceivably set about staggering employee hours, enforcing rest periods and increasing the time for lunch without pay, or either directly or indirectly conspire to defeat the very purpose of the agreement by materially shortening the number of hours which the stores had customarily stayed open.

"The insignia of the Blue Eagle must be withdrawn from those stores which either collectively or individually flagrantly attempt to frustrate the purpose of the President's re-employment agreement."

SEEKING to assure uniform interpretation of the antitrust and other laws which are affected by the trade agreements contained in codes adopted under the Industrial Recovery Act, the Department of Justice has assigned two assistant attorneys general to the National Recovery Administration.

The responsibility of these officials will be to see that there are not contained in codes any agreements of the type which the Department of Justice will hold to be in contravention of law. They will also see that pronouncements of the recovery administration are not contrary to the views of the Department, thus eliminating the possibility of one branch of the Government giving approval to practices which are disapproved by another branch.

While the Industrial Recovery Act will permit competing concerns to make agreements which now are absolutely in defiance of the antitrust laws, there are other types of activity which will not be affected by that legislation. It will be the duty of the Justice Department representatives to see that no such activities are "slipped over" in codes approved by General Johnson.

Time limitations in codes, making them effective for only a stated period, will restrict the relaxation of the antitrust laws now permitted, it is said by administration officials. When a code expires, the industry affected will revert to its former status and any agreements or activities now illegal except under the protection of a code again will be outlawed.

APPOINTMENT of Dr. Willard L. Thorp, since 1926 professor of economics at Amherst College, as director of the Bureau of Foreign and Domestic Commerce to succeed Frederick L. Feiker, was announced this month by Secretary of Commerce Daniel C. Roper.

Dr. Thorp, who is but thirty-four years old, has long been active in research and statistical investigations and is the author of a number of works on economic and business questions.

Sub-Jobbers' Convention

At a meeting held on August 8, 1933, of the executive board of the United States Tobacco Distributors Association, it was unanimously agreed that a convention of all of the sub-jobbers, cash-and-carry jobbers and wholesalers in the United States, be held at the Breakers Hotel in Atlantic City, N. J., to commence on Sunday, August 27, 1933, and all members and those desiring to become members are invited to attend the convention.

The purpose of this convention is to adopt a code of fair competition for the wholesale tobacco distributors.

It is desired that sub-jobbers and cash-and-carry jobbers immediately form their local organization and appoint delegates who should communicate with Mr. Herman H. Yaffe, Secretary, 303 Fox Building, Philadelphia, Pa., for further particulars.

Aaron B. Hess

Aaron B. Hess, former president of the National Cigar Leaf Tobacco Association, which preceded the A. C. M. L. T. D., died in the General Hospital at Lancaster, Pa., on August 4th, aged sixty-two years. Before his retirement from the tobacco business he was the head of Aaron B. Hess & Co., one of the largest leaf concerns in that section of Pennsylvania. He was also active in politics, having represented Lancaster in the State House of Representatives for fifteen years. In 1928 he was made Speaker of the House. In addition to his other interests, he was head of a cigar factory, a chemical firm and a water works.

Wiley Post's Healthy Nerves

Eager already to realize his dreams of planes traveling at dizzy speed in the "thin air" of high altitudes, Wiley Post pronounces himself completely recovered from the severe strain of his recent solo flight around the world.

Veteran aviation men marveled at the physical endurance shown by Post in flying alone around the world in 7 days, 18 hours and 49½ minutes. Asked about his smoking preferences by an interviewer, Post said:

"I have smoked Camels for a long time, so I don't worry about my smoking interfering with healthy nerves."

B. Wasserman Co., of 79 Madison Avenue, New York City, have complied with the request of the President of the United States in regard to maximum working hours and minimum salaries for their staff. Beginning August 1, 1933, the working hours of the company are from 9 A. M. to 5 P. M. Monday to Friday. Saturday 9 A. M. to 1 P. M.

The Metropolitan Tobacco Company has sent the following letter to the trade:

"This will advise you that pending the adoption of a Code for the industry as a whole, this company has signed the President's Temporary Blanket Code. It is our purpose to abide by the Code faithfully and to give unqualified support to the President's campaign for re-employment.

"We are advising you of the action which we have taken in order that you may know that we are standing behind the President in his effort to bring back prosperity."

MURIEL

NEW SIZE

5¢

Only mass production makes possible this excellent **10¢** *cigar quality for* **5¢**.

Mfd. by
P. LORILLARD CO., INC.

TOBACCO TRADE ORGANIZATIONS

TOBACCO MERCHANTS ASSOCIATION OF UNITED STATES

JESSE A. BLOCH, Wheeling, W. Va.	President
CHARLES J. EISENLOHR, Philadelphia, Pa.	Ex-President
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Registration,	(see Note A),	$5.00
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Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

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REGISTRATION

STEIN-WAY:—46,224. For cigars. Joseph Weinreich, Dayton, Ohio, June 22, 1933.

TRANSFERS

OHIO BOND:—27,972 (U. S. Tobacco Journal). For cigars, cigarettes and cheroots. Registered December 7, 1903, by The Calvert Litho. Co., Chicago, Ill. Through mesne transfers acquired by American Box Supply Co., Detroit, Mich., and re-transferred to Henry K. Cigar Co., Detroit, Mich., June 12, 1933.

GOOD DEED:—35,655 (United Registration Bureau), and 19,709 (Tobacco World). For cigars, cigarettes, cheroots and tobacco. Registered February 17, 1910, and February 17, 1910, respectively, by American Litho. Co., New York, N. Y. Through mesne transfers acquired by American Box Supply Co., Detroit, Mich., and re-transferred to Henry K. Cigar Co., Detroit, Mich., June 12, 1933.

THE OUTLOOK:—16,033 (National Registration Bureau of Milwaukee, Wis.). For cigars. Registered March 24, 1909, by Cadillac Cigar Box Co., Detroit, Mich. Transferred to Henry Mazer Cigar Co., Detroit, Mich., July 21, 1933.

MEADOW BROOK:—(Tobacco Trade Journal). For cigars. Registered September 2, 1911, by Klingenberg Bros., New York, N. Y. Transferred by Harry Prochaska, Inc., New York, N. Y., successors to the registrants, to Golovine Cigar Co., Inc., New York, N. Y., July 24, 1933.

"What a welcome visitor THE TOBACCO WORLD must be to wholesalers and retailers!

"If they are only half as interested in reading it as we ourselves are, we're glad our ad is in it regularly"—

says an advertiser.

SEPTEMBER 1, 1933

VOLUME 53 No. 17

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THE TOBACCO WORLD

COMMON SENSE

The importance of attractive and dependable containers for fine cigars is recognized by the progressive cigar manufacturer.

Generally the brands that are increasing their goodwill in this present analytical market are packed in the *new improved AUTOKRAFT cigar boxes.*

Cigar Manufacturers who have not investigated the value of the merits and economies of the splendid and inviting package may obtain complete details promptly by addressing the AUTOKRAFT BOX CORPORATION.

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PUBLISHED ON THE 1ST AND 15TH OF EACH MONTH AT 236 CHESTNUT ST., PHILA., PA.

After all nothing satisfies like a good cigar

WOODEN BOXES

Are the Only Natural Humidor for Cigars.

Pack your cigars in wooden boxes and preserve their delicate aroma, mellowness and flavor right up to the time they are passed over the counter to the customer.

Discriminating cigar smokers prefer to select their favorite brand from a wooden box—and it's good business to cater to the dealer and consumer by packing your cigars in wooden boxes.

WHEN BUYING CIGARS
Remember that Regardless of Price
THE BEST CIGARS
ARE PACKED IN
WOODEN BOXES

THE TOBACCO WORLD

Vol. 53 SEPTEMBER 1, 1933 No. 17

The TOBACCO WORLD has signed the President's agreement and is operating under the NRA Code, gladly and wholeheartedly co-operating to the fullest extent in the Administration's effort to promote industrial recovery.

•

LEAVE it to Will Rogers to put it in a way we can all understand. You don't find him taking the easiest way and using locutions like "effectuating the policy of this title." If you listened to him on the big NRA radio program last Sunday night, you heard him say something like this: "Take a man running a store down at the corner. He wants to help. So he hires another man to work in his store. He already had one man working for him, and he could have got along without him, because the boss himself could have taken care of what little business there was. He was only keeping the man on because he had been with him a long time and he didn't know what the man's family would do if the breadwinner lost his job. Anyway, to help the NRA this storekeeper hires this other man and then waits to see what will happen. Nothing happens. And this storekeeper begins to wonder, as a lot of us have been wondering, if this whole thing isn't crazy. It sounds goofy. It sounds like Santa Claus. And it is Santa Claus. But you and I know that Santa Claus don't come around in the middle of the summer. He comes around about four months from now. And that's when this Santa Claus is coming around. It's going to take two, three, four months for those extra pay checks to be coming back in a volume to show real effects. Just be patient and you'll see how this thing will work out to help us all."

AS ALWAYS, the Cowboy Philosopher, with his homespun interpretation of National events, set us to thinking. It recalled to our mind some words we wrote for the March 15th issue of this publication: "By ordering the immediate restoration of beer the President has done more to increase *cigar* smoking than the industry itself has done within the last fifteen years. A *cigar* goes with a glass of beer. It is a leisurely smoke for a leisurely drink. It is an essential part of the old familiar picture of the group of friends gathered in social intercourse 'with a stein on the table.' So the tobacco industry should hail this new phase of the New Deal not only with the unselfish feeling that the return of beer will show immediate tangible returns in the form of huge revenue to the Government, a highly perceptible relief of unemployment, a much-needed psychological change in the temper of the people, a switch from hypocrisy to sincere good fellowship, and a general restoration of prosperity, but also with the justifiably selfish feeling that the cigar will stage a simultaneous comeback."

LIKE Will Rogers's corner storekeeper, many in the business began to look for the good influence of beer on cigar sales the very day the good beverage returned. And they began immediately to ask the question: "Will beer help cigar sales?" The TOBACCO WORLD then stated in the April 15th issue: "It were puerile to try to answer that question by putting a close watch on cigar sales during the first twenty-four hours, or the first week, or the first month, of legalized beer selling." This was just eight days after the restoration of beer. And when we say that Will Rogers and his Santa Claus simile set us to thinking, we mean that we at least began to wonder whether or not there was any connection between the restoration of beer on April 7th and the cigar production figures, which showed an increase in May for the first time in three years and eight months, and followed this up with similar gains in June and July.

WHEN it comes to analyzing figures, we don't know any class of men more facile than tobacco men at digging up discouraging aspects of those figures. We have been hearing this, that and the other reason for the gains in tobacco production, notably that of heavy advance buying before an anticipated price rise. But we prefer to believe that cigars are coming back, and that one of the factors in their comeback has been the early visit of Santa Claus Beer, to borrow the Will Rogers figure of speech.

THE PLAIN and simple fact is that, for nearly four years, every single month registered a heavy decline in cigar production. And now, the latest available reports, covering the months of May, June and July, 1933, show gains of more than sixty million cigars. Those figures may not seem large when read as a mere 5 per cent., but they loom up mighty big in our eyes as representing more than a million two hundred thousand twentieths—Brother, that's a lot of cigars, and everybody interested in the promotion of the cigar business should be encouraged by the successive gains of those three months to whoop it up for more of the same, instead of trying to analyze the figures to prove that they don't mean anything.

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Musings of a Cigar Store Indian

By Chief "Young-Man-Smoke-Cigars"

ONE of my readers, responding to the call for further information about Brother Braves who used to decorate the doorways of cigar stores, reports that to a New Englander, Kate Sanborn, belongs the honor of having started the fad of using Cigar Store Indians as adornments of lawns of country estates. Let Miss Sanborn tell the story herself, as she does in her book, "Hunting Indians in a Taxicab," published in 1911:

IT WAS reserved for one of my friends to follow the trail to the city of New York, as his happy hunting ground, and to hire a taxicab there for the express purpose of hunting a desirable Tobacco Sign Indian. After two days of vain search, he came across a prize. The Indian stood, a splendid specimen, in Bleecker Street, in front of a combination barber and tobacco store: he was nine feet seven inches tall, and was standing on a two-foot pedestal, posing as a Herald of Choice Tobacco, an ignominious position for such a superb creature. He was purchased, after a deal of haggling over the price, for he was minus a nose and was at that time suffering from a bad weather crack extending diagonally across his stomach, well up into his chest.

AN OLD MAN on the same street, who was engaged to box and crate the Indian, was deeply interested in him and also in the march of Time and the disappearance of many of our traditions and relics in this comparatively new country, and said to my friend, "You do well to purchase one of these figures, for, sir, the Indian on the American continent is fastly disappearing, both in flesh and wood." He was next sent to a cabinet maker to receive surgical treatment—his rather serious wounds filled up and a new hawk-like nose grafted on in a clever manner. The proud owner writes: "I then turned him over to a sign-painter, to have his leather leggings, his warlike feathers, and a few other accessories cleaned up and retouched. I got into some very interesting discussions with the sign-painter on High Art, what Art meant, and various kindred topics, while my Indian was being rejuvenated. I wish I could remember some of these conversations with the local Knight of the Brush, but we certainly discussed some of the loftiest principles in his line of paint and color."

TACOMUS was then sent to one of the largest and most attractive country seats in Massachusetts, where he has found a fitting home and now stands on a small knoll, his earnest face turned towards forest, hills and streams; a noble addition to the many charms of a far-famed and beautiful estate. In his left hand Tacomus grasps a long-barreled gun, originally a flintlock, a real gun which had seen service and which he had when discovered. Many go to gaze at him, admire, and express themselves about this newcomer. One child looked way up and exclaimed, "His head is in the skies!" then timidly touched his toes and ran away. Tacomus bears the name of an old Indian Chief, who, with his sons, first sold the land which is now the town of Dudley, to Governor Winthrop's representatives, in old Colonial days.

THE PROUD possessor of this impressive Brave says, "I felt I had acquired a great prize and an unusually handsome Indian. I also fondly thought I was the first to discover the value of our old tobacco signs for lawn decoration; but found later that a woman had seized the idea first, and about fifteen years before. Visiting her 'Breezy Meadows,' I noticed that she had placed two old wooden Indians near a veritable wigwam or tepee on her 'Adopted Farm.' (Kate Sanborn is also the author of 'Adopting an Abandoned Farm.' Editorial Note.) So to her I take off my hat and courteously bow."

THIS complimentary allusion, continues Miss Sanborn, is intended for me, but I make no claim to this honor; it is difficult and risky to try to prove oneself the first in any line of discovery, and no doubt there are scores of others who have rescued these statues from oblivion, by giving them a place of refuge. It was the enthusiasm of this friend which suggested to me the idea of collecting the best surviving specimens of the Tobacco Sign Indian and I soon found that I must take a hint from the modern nature lover, and do most of my hunting with the aid of the camera.

THAT is how Miss Sanborn begins her little book. And here is how she ends it: "But the wooden Indian must go; his death knell has been rung. In the old days a cigar store without this symbol would be as lacking in life as a one-ring circus at the present time. All has changed; you can walk street after street in any city, and pass tobacco stores by the score, but your old friend is not there. Tobacco sales are now managed by advertisements and gaudy lithographs of chorus girls smoking cigarettes, or fancy pictures just to catch the eye. These are the new favorites and soon the Indian Sign will be obsolete, a relic of the ages. . . . And now in a whisper let me close with a treasonable quotation from Kipling, 'A woman's only a woman, but a good cigar is a smoke!'"

Text of Cigar Manufacturers' Code Submitted by Hirst Committee

TO EFFECTUATE the policy of Title I of Section 1 of the National Industrial Recovery Act and of the Agricultural Adjustment Act, to increase employment and to improve the hours, wages and standards of labor, and to eliminate destructive and uneconomic practices which operate to the detriment of the public and the industry, the following provisions are established as a Code of Fair Competition for the Cigar Manufacturing Industry under said Acts:

Definitions

I. A. The term "Cigar Manufacturing Industry" as used herein shall be taken to mean and include the manufacturing into cigars of cured stemmed tobacco and scrap and the distribution thereof, exclusive, however, of distribution by wholesalers, dealers or retailers.

B. The term "manufacturer" as used herein shall be taken to mean and include any person, firm or corporation engaged in the manufacturing into cigars of cured, stemmed tobacco and scrap and the distribution of cigars, exclusive, however, of the distribution by wholesalers, dealers or retailers.

C. The term "employee" as used herein shall be taken to mean and include any and all persons employed or engaged in the conduct of such operations as are defined in subsection A hereof.

D. The term "cigar" as used herein shall be taken to mean and include cigars, stogies, cheroots and little cigars.

E. The term "Council" as used herein shall mean The National Tobacco Council, Inc., or such other approved control body as may be established for this industry.

Organization of Labor

II. As required by Section 7 (a) of Title I of the National Industrial Recovery Act, the following shall be conditions of this Code for the industry:

A. That employees shall have the right to organize and bargain collectively through representatives of their own choosing, and shall be free from the interference, restraint, or coercion of employers of labor, or their agents, in the designation of such representatives or in self-organization or in other concerted activities for the purpose of collective bargaining or other mutual aid or protection.

B. That no employee and no one seeking employment shall be required as a condition of employment to join any company union or refrain from joining, organizing, or assisting a labor organization of his own choosing.

C. That employers shall comply with the maximum hours of labor, minimum rates of pay, and other conditions of employment, approved or prescribed by the President of the United States.

Hours of Employment

III. A. On and after the effective date of this Code all employees shall be employed not more than forty (40) hours per week, provided, however, that these limitations as to hours of employment shall not apply when seasonal or peak demand requires more than forty (40) hours per week. In cases of seasonal or peak demand no employee shall be permitted to work more than an aggregate of forty-five (45) hours per week for four (4) months in the calendar year, and in no event shall any employee work more than two thousand (2000) hours in any year.

B. The provisions of Section A of this article, however, shall not apply:

(1) In cases of emergency to repairmen, engineers, electricians, firemen, shippers, watchmen, watching crews and outside crews and cleaners, on condition that time and one-third be paid for overtime in excess of the maximum number of hours provided for above;

(2) To executives and supervisory staff now receiving more than Thirty-five Dollars ($35) per week and to outside salesmen.

Child Labor

IV. On and after the effective date of this Code no manufacturer shall employ in any capacity any person under sixteen (16) years of age.

Minimum Wages

V. On and after the effective date of this Code, the minimum wage paid to employees shall be at the rate of thirty-two (32) cents per hour. This pay shall be a guaranteed minimum rate of pay regardless of whether the employee is compensated on the basis of time rate or piece work, provided, however, that such minimum wage shall not apply to:

A. Learners and apprentices who, however, shall not represent more than ten per cent. (10%) of the total number of employees. The period of learning or apprenticeship shall not exceed (1) in the case of machine manufacturers, three months, during which period the minimum wage shall be at the rate of Six Dollars ($6) per week for the first month, Eight Dollars ($8) for the second month, and Ten Dollars ($10) for the third month; and (2) in the case of hand manufacturers, six months, during which period the minimum wage shall be at the rate of Six Dollars ($6) per week for the first two months, Eight Dollars ($8) for the second two months, and Ten Dollars ($10) for the last two months.

B. Hand and machine cigar makers who are inefficient by reason of age or otherwise, whom a manufacturer would normally be required to lay off due to the establishment of a minimum wage. Such employees, however, are to receive the same rate for piece work as is paid to employees entitled to the minimum wage. The maximum number of employees under this subdivision shall not exceed more than three per cent. (3%) of the total number of cigar machine operators in the case of machine manufacturers or seventeen per cent. (17%) of the total number of hand cigar makers in the case of hand manufacturers.

C. Persons employed by manufacturers as strippers, but in no event shall strippers be paid a minimum wage of less than twenty-two and one-half (22½) cents per hour.

Terms of Sale

VI. Each manufacturer shall fix a retail sales price for each cigar of his manufacture, below which said cigars shall not be sold. Said retail price per thousand cigars shall be stated upon his package and shall be recorded with the Council, but shall be subject to change at the discretion of the manufacturer, provided the revised price is recorded with the Council at least ten (10) days before the change becomes effective. From such recorded price the manufacturer shall allow discounts to his direct buyers, said discounts to be established by him, in his discretion, within the following limits:

In the case of sales to retailers a discount of not less than twenty per cent. (20%) nor more than twenty-five per cent. (25%).

In the case of sales to jobbers, a discount in addition to the retail discount of not less than eight per cent. (8%) trade and two per cent. (2%) cash, nor more than thirteen per cent. (13%) trade and two per cent. (2%) cash.

Drop Shipments

VII. Any manufacturer, in his discretion, may effect drop shipments at the request of a jobber having exclusive territorial distribution direct to a sub-jobber or retailer in minimum factory shipping quantities and provide for such jobber having exclusive territorial distribution an additional discount on the quantities of such drop shipments, provided that the total discount allowed shall not exceed the maximum discount provided for in Article VI.

Free Deals

VIII. The giving or offering to customers or customers' employees of free deals or other special inducements which may have the effect of or results in exceeding the discount provisions set forth in Article VI is prohibited.

Window Display Advertising

IX. The payment to a cigar dealer for the use of his window or any portion of his premises in connection with displays, or the making of any other payment by the manufacturer, other than the actual expense of installation, is condemned as an unfair method of competition.

Chain Stores

X. In recognition of the fact that a chain of retail stores having a single ownership and maintaining one or more central distributing depots from which individual units are serviced performs a wholesale as well as retail function, such chains are entitled to the same discounts as those allowed to jobbers under Article VI hereof. Each manufacturer shall, in his own discretion, determine to what chains if any, he will make direct sales and the discounts on such sales shall not exceed the maximum discount provided for in Article VI to jobbers.

Advertising

XI. Untrue or misleading statements in advertising or labeling are unfair to the public and detrimental to the industry and are prohibited as an unfair method of competition.

Deceptive Branding

XII. The infringement of established trade-marks and the use of trade-marks or trade names which will result in deception of the public or enable dealers to perfect such deception is prohibited as an unfair method of competition.

Nothing contained in this Code, however, shall be construed as preventing a manufacturer from taking such legal action as may be proper for the protection of his trade-mark or against unfair competition.

Territorial Protection Against Illegitimate Sales

XIII. Where a manufacturer has conferred upon a jobber an exclusive territory in which to effect the efficient distribution of the manufacturer's product and the promotion of his trade-mark, the obtaining of such manufacturer's product by subterfuge, or otherwise, and shipping same to dealers within said territory for the purpose of interfering with the distribution and promotional work of the territorial jobber is prohibited as an unfair method of competition.

XIV. In order to keep the President of the United States, the Secretary of Agriculture and the National Recovery Administration informed as to the observance or non-observance of this Code, and as to whether this industry is taking appropriate steps to effectuate in all respects the declared policy of the National Industrial Recovery Act, and the Agricultural Adjustment Act, each manufacturer shall prepare and file with the Council at such times and in such manner as the Secretary of Agriculture and the National Recovery Administration may prescribe the following information which shall be available to the Secretary of Agriculture and the National Recovery Administration:

(1) Statistical data as to number of employees by groups, ages of employees, hours of work, minimum weekly rates of wages earned and any other information relating to employment requested by the Secretary of Agriculture or the National Recovery Administration.

(2) Production statistics including capacity, percentage of operation and number of cigars produced.

Each manufacturer shall furnish to the Secretary of Agriculture and the National Recovery Administration such information regarding costs and accounting data and other statistics as may be requested from time to time and in such forms as may be designated in order to carry out and effectuate the purposes of this Code.

XV. If formal complaint is made to the Council that the provisions of this Code have been violated by any manufacturer, the Council shall investigate or cause to be investigated the facts, and to that end may cause such examination or audit to be made as may be necessary for the specific purpose of determining whether there has been such violation, and if such investigation establishes that such complaint is justified, such facts shall be reported to the National Recovery Administration.

XVI. In accordance with the provisions of Section 10 (b) of the National Industrial Recovery Act, this Code and all the provisions hereof are expressly made subject to the right of the President, from time to time, to cancel or modify any order, approval, license, rule or regulation, issued under said National Industrial Recovery Act, and specifically to the right of the President to cancel or modify his approval of this Code or any conditions imposed by him upon his approval thereof.

XVII. No provision of this Code shall be interpreted, applied or practiced in such manner as to permit or promote monopolies or monopolistic practices or to eliminate or oppress small enterprises or to discriminate against them.

XVII. This Code shall become effective fourteen days after its approval by the President of the United States and shall remain in effect unless and until modified or revoked and until the expiration of the National Industrial Recovery Act, provided, however, that, with the approval of the President, the Merchandising Provisions of this Code, constituting Articles VI, VII, VIII, IX, X, XI, XII and XIII, shall become effective forty-five (45) days after the effective date of the Labor Provisions.

XIX. It is contemplated that from time to time revision of or amendments to the provisions of this Code will be made and that supplemental code or codes will be presented, and the same shall become embodied in and form a part of this Code upon proper governmental approval thereof.

XX. Any violation of any of the provisions of this Code, or of any order, rule or regulation issued thereunder, approved by the President of the United States, shall be deemed an unfair method of competition.

XXI. The Council, through the Associated Cigar Manufacturers and Leaf Dealers, is hereby designated the agency for administering, supervising and promoting the performance of the provisions of this Code by the manufacturers in this industry.

Special Code Submitted by Handmade Cigar Manufacturers

TO EFFECTUATE the policy of Title I of the National Industrial Recovery Act during the period of the emergency by reducing and relieving unemployment, improving the standards of labor, eliminating competitive practices destructive of the interests of the public, employees and employers and otherwise rehabilitating the cigar manufacturing industry, the following provisions are established as a Code of Fair Competition:

FIRST: DEFINITIONS:

(a) The term "cigar manufacturing industry" as used herein is defined to mean and include the manufacturing into cigars of cured, stemmed tobacco and scrap and its distribution thereof by the manufacturer.

(b) The term "manufacturer" as used herein is defined to mean and include any person, firm or corporation engaged in the manufacture of cigars from cured, stemmed tobacco and scrap.

(c) The term "employee" as used herein is defined to mean and include any and all persons employed or engaged in such manufacture.

(d) The term "cigar" as used herein is defined to mean and include cigars, stogies, cheroots and little cigars.

(e) The term "effective date" as used herein is defined to mean fourteen days after its approval by the President.

SECOND: Manufacturers shall comply with the requirements of the National Industrial Recovery Act as follows:

(a) Employees shall have the right to organize and bargain collectively through representatives of their own choosing, and shall be free from interference, restraint, or coercion of employers of labor or their agents, in the designation of such representatives or in self-organization or in other concerted activities for the purpose of collective bargaining or other mutual aid or protection.

(b) That no employee and no one seeking employment shall be required, as a condition of employment, to join any company union or to refrain from joining organizing or assisting a labor organization of his own choosing; and,

(c) That employers shall comply with the maximum hours of labor, minimum rates of pay, and other conditions of employment, approved or prescribed by the President.

THIRD: On or after the effective date, manufacturers shall not operate (except as hereinafter in subdivisions (a) and (b) of this Article expressly provided) on a schedule of hours of labor for their employees in excess of forty hours per week, said limitation of forty hours per week shall not, however, apply when season or peak demands require operation in excess of forty hours per week, in which event the schedule of hours of labor shall not exceed forty-five hours per week, such additional hours of labor to be permitted for not more than four months in any calendar year. In no event, however, shall manufacturers operate on a schedule of hours aggregating in excess of two thousand in any calendar year. The foregoing provisions of Article Third shall not apply:

(a) To repairmen, engineers, electricians, firemen, watching crews and outside crews and cleaners.

(b) To executive and supervisory staff now receiving more than Thirty-five Dollars per week and to outside salesmen.

FOURTH: On and after the effective date of this Code, no manufacturer shall employ any person under the age of sixteen years.

FIFTH: On and after the effective date of this Code, the minimum wage paid to employees who work upon Class A cigars shall be at the rate of twenty-eight cents per hour; the minimum wage paid to employees who work upon Class B or higher cigars shall be at the rate of thirty cents per hour for manufacturer operating plants or factories in the States of Virginia, North Carolina, South Carolina, Georgia, Alabama, Mississippi, Louisiana, Arkansas, Kentucky, Tennessee, Texas, West Virginia, Florida and in the territorial possessions of the United States and at the rate of thirty-two cents per hour for manufacturers operating plants or factories in all other states of the United States.

In order to equalize the production cost of cigars made by machines with those made by hand, no machine shall be operated to produce more than five cigars per machine per minute and in no event in excess of twelve thousand cigars per working week.

The wage as above set forth shall be a guaranteed minimum wage regardless of whether the employee is

compensated on the basis of time rate or piece work rate, provided, however, that such minimum wage shall not be applicable to:

(a) Learners and apprentices who, however, shall not represent more than five per cent. of the total number of employees. The period of learning or apprenticeship shall not exceed (1) in the case of machine manufacturers three months, during which period the minimum weekly wage shall be Six Dollars for the first month, Eight Dollars for the second month, and Ten Dollars for the third month; and (2) in the case of hand manufacturers nine months, during which period the minimum weekly wage shall be Six Dollars for the first three months, Eight Dollars for the second three months, and Ten Dollars for the last three months.

(b) Hand and machine cigar makers who are inefficient by reason of age or otherwise, whom a manufacturer would normally be required to lay off due to the establishment of a minimum wage. Such employees, however, are to receive the same rate for piece work as is paid to employees entitled to the minimum wage. The maximum number of employees under this subdivision shall not exceed more than three per cent. of the total number of cigar machine operators in the case of machine manufacturers or twenty per cent. of the total number of hand cigar makers in the case of hand manufacturers.

(c) Filler strippers, who shall receive not less than twenty-two and one-half cents per hour.

SIXTH: Further, to effectuate the provisions of this Code, to eliminate competitive practices destructive of the interests of those engaged in the industry and of the public and otherwise with a view to stabilization, we endorse and support a program that will definitely fix a minimum retail sales price for each cigar manufactured below which retail price cigars shall not be sold. We are in favor of the establishment of such machinery, rules and regulations to carry into effect the foregoing with due regard to the interests of all those engaged in the industry to the end that their rights may be amply safeguarded and protected.

SEVENTH: The responsibility for the administration and enforcement of this Code shall be vested in the Executive Committee of the National Tobacco Council, referred to herein as the "Tobacco Code Authority". The "Tobacco Code Authority" is expressly authorized to do and perform such acts as may be necessary to carry into effect the purpose and intent of this Code, which shall include among other things the following:

(a) Recommendations as to the requirement by the administrator of such other and further reports from employers in the industry of statistical information and the keeping of uniform accounts as may be required to secure the proper observances of this Code and promote the proper balancing of production, distribution and consumption and the stabilization of the industry and employment.

(b) Recommendations for the setting up of a service bureau for engineering, accounting, credit or any other purpose that may aid in the conditions of this emergency and the requirements of this Code.

(c) Recommendations for the making of rules by the administrator as to practices by employers in the industry as to methods and conditions of selling and trading, the naming and reporting of prices which may be appropriate to avoid discrimination, the methed of free deals, window display advertising, deceptive branding, territorial protection against illegitimate sales all with a view to stabilizing the industry and to prevent and eliminate unfair and destructive prices and practices.

(d) Recommendations as to the making available to the suppliers of credit to those engaged in the industry, all information regarding terms of and actual functioning of any or all of the provisions of the Code, the conditions of the industry and regarding the operations of any and all employers covered by this Code, to the end that during the period of the emergency available credit may be adapted to the needs of the industry considered as a whole, and to the needs of the small as well as of the large units.

(e) Recommendations for dealing with any inequalities which may otherwise arise and which may endanger the stability of the industry and/or production and employment.

(f) Production statistics, including capacity, percentage of cost of operation and number of cigars produced.

Such recommendations, when approved by the administrator, shall have the same force and effect as any other provisions of this Code.

EIGHTH: The "Tobacco Code Authority" shall have power and authority to examine all books of account and records of employers to ascertain whether they are observing the provisions of this Code, and all employers shall submit their books and records for such examination.

The "Tobacco Code Authority" shall have the power to appoint a director, a staff of accountants and such other employees as may be required for the effective discharge of its functions.

The expenses of maintaining the "Tobacco Code Authority" shall be borne by the associations in the industry, and all other employers in the industry in such proportions and amounts, and in such manner, as shall be determined by the "Tobacco Code Authority."

NINTH: This Code is not designed to promote monopolies and shall not be availed of for that purpose.

The provisions of this Code shall not be so interpreted or administered as to eliminate or oppress small enterprises or to discriminate against them.

TENTH: This Code and all the provisions thereof are expressly made subject to the right of the President, in accordance with the provision of Clause 10 (b) of the National Industrial Recovery Act, from time to time to cancel or modify any order, approval, license, rule or regulation, issued under Title I of said Act, and specifically to the right of the President to cancel or modify his approval of this Code or any conditions imposed by him upon his approval thereof.

Such of the provisions of this Code as are not required to be included therein by the National Industrial Recovery Act may, with the approval of the President, be modified or eliminated as changes in circumstances or experience may indicate. It is contemplated that from time to time supplementary provisions to this Code or additional Codes will be submitted for approval of the President to prevent unfair competition in price and other unfair and destructive competitive practices and to effectuate the other purposes and policies of Title I of the National Industrial Recovery Act consistent with the provisions hereof.

IT TAKES
HEALTHY NERVES
TO FLY THE MAIL
AT NIGHT

● ABOVE—A. M. WILKINS, air-mail pilot for Transcontinental and Western Air, Inc., has flown the night air mail over 150,000 miles. It takes healthy nerves to hang up a record like that!

● RIGHT—AT THE END of his night run A. M. Wilkins joins a fellow pilot, W. Niedernhofer, at Newark Airport, the Eastern Terminal of TWA, for a chat and a smoke. "Camels never ruffle or jangle my nerves," Wilkins says.

● EVER NOTICE HOW airplane passengers smoke at each stop? Camels never get on your nerves, no matter how many you smoke, and there's more real enjoyment in their costlier tobaccos.

IT IS MORE FUN TO KNOW
Camels are made from finer, MORE EXPENSIVE tobaccos than any other popular brand. They are milder, richer in flavor. They never tire your taste or get on your nerves.

STEADY SMOKERS TURN TO CAMELS

A. M. WILKINS, air-mail ace, says: "It's a steady grind, all right, living up to our tradition that *the mail must go through!* That's why I smoke Camels. And I smoke plenty! Camels never ruffle or jangle my nerves, and I like their mild, rich flavor."

* * *

Steady smokers turn to Camels because the costlier tobaccos in Camels never get on the nerves ...never tire the taste. *Your* taste and *your* nerves will confirm this. Start smoking Camels today!

Copyright, 1933, R. J. Reynolds Tobacco Company

Camel's Costlier Tobaccos
NEVER GET ON YOUR NERVES
NEVER TIRE YOUR TASTE

Cigar Production Increases for Third Successive Month

THE following comparative data of tax-paid products indicated by monthly sales of stamps are obtained from the statement of internal revenue collections for the month of July, 1933, and are issued by the Bureau. (Figures for July, 1933, are subject to revision until published in the annual report):

Products	—*July*— *1933*	*1932*
Cigars (large):		
Class A .....No.	346,355,210	294,572,930
Class B .....No.	2,110,133	4,398,593
Class C .....No.	48,096,908	58,270,112
Class D .....No.	3,672,103	3,732,601
Class E .....No.	277,099	266,031
Total	400,511,453	361,240,267
Cigars (small) .....No.	16,343,000	18,409,600
Cigarettes (large) ....No.	190,000	167,615
Cigarettes (small) ....No.	9,526,101,183	9,534,022,443
Snuff, manufactured...lbs.	2,805,228	2,437,112
Tobacco, manufact'd..lbs.	25,977,179	24,296,142

Note: The above statement does not include tax-paid products from Puerto Rico and the Philippine Islands. This information is shown in supplemental statement.

Tax-paid products from Puerto Rico for the month of July:

Products	—*July*— *1933*	*1932*
Cigars (large):		
Class A .....No.	6,253,325	8,439,000
Class B .....No.	905,000	5,500
Class C .....No.	113,000	139,500
Class D .....No.	500	.....
Total	7,271,825	8,584,000
Cigars (small) .....No.	200,000	300,000
Cigarettes (large) ....No.	245,000	60,000
Cigarettes (small) ....No.	1,117,000	400,000

Tax-paid products from the Philippine Islands for the month of July:

Products	—*July*— *1933*	*1932*
Cigars (large):		
Class A .....No.	14,125,880	12,596,080
Class B .....No.	12,727	97,143
Class C .....No.	30,828	14,776
Class D .....No.	600	100
Class E .....No.	.....	7,700
Total	14,170,035	12,715,799
Cigarettes (small) ....No.	2,400	196,990
Tobacco, manufact'd..lbs.	5	33

Internal Revenue Collections for July

Sources of Revenue	*1933*	*1932*
Cigars	$1,023,442.59	$976,512.09
Cigarettes	28,579,840.52	28,605,437.59
Snuff	504,941.07	438,680.12
Tobacco, chewing and smoking	4,676,012.00	4,373,873.67
Cigarette papers and tubes	77,559.59	102,483.53
Miscellaneous, relating to tobacco	10.00	1,902.69

July Cigar Withdrawals 1920 to 1931 Inclusive

July, 1920	678,751,956	July, 1926	568,553,475
July, 1921	564,604,797	July, 1927	561,199,298
July, 1922	585,874,114	July, 1928	558,205,683
July, 1923	589,176,020	July, 1929	589,282,068
July, 1924	595,063,302	July, 1930	532,805,120
July, 1925	575,822,936	July, 1931	478,900,849

Cigarette Prices to Be Advanced

THE long-looked-for increase in the wholesale price of cigarettes from $5.50 to $6 a thousand will occur either on Labor Day or the week following, according to reports on Monday from tobacco sources. Several retailers admitted that they had heard the popular brands are to cost more within a week and an admission that a price increase is imminent was obtained from sources close to one of the large manufacturing companies.

According to the reports, the American Tobacco Company will make the initial announcement. The rumors went so far as to say that notices of the increase have already been printed and will be delivered to retailers within a week or ten days. Liggett & Myers, R. J. Reynolds Company and P. Lorillard & Co., it is expected, will follow American Tobacco.

Retail prices will be advanced simultaneously with the wholesale quotations, in the opinion of those engaged in the business of selling cigarettes to the public. It is emphasized that the margin of profit is very small at the current level of wholesale prices and that costs have been increased, both for material and for labor in recent weeks. The four leading brands of cigarettes have been selling at 12 cents a packet of twenty cigarettes, two packets for 23 cents. It is stated that the new retail price will be 13 cents a packet, or two for 25 cents.

Retail prices have already been increased once this year, about three months ago, about one cent a packet. Quotations on the popular brands were depressed because of loss of business to a certain 10-cent brand, which expanded sales enormously last year. Manufacturers of the four leading brands state that much of this business has been recovered. The competitive cigarette now sells for two packets for 21 cents against 10 cents a few months back.

According to observers, manufacturers' profits on cigarettes at $5.50 a thousand were very meager and have become increasingly so because of advanced costs, making a higher price for their products imperative.

"It's toasted"

NEWS FROM CONGRESS AND FEDERAL DEPARTMENTS

FROM OUR WASHINGTON BUREAU 622 ALBEE BUILDING

GOLD to the value of $6,249,240.68 has been relinquished to the Government by the British-American Tobacco Company, the largest amount of gold to be deposited during the entire campaign for the release of hoarded metal, it was announced by Attorney-General Cummings August 23d. The gold deposited by the tobacco company was in the form of bars, it was said.

Explaining that the question had been raised as to whether a foreign corporation could be compelled to turn in gold held by it in the United States, the Attorney-General said that the tobacco company had evidently arrived at the conclusion that the Government was acting well within its rights.

MANUFACTURERS of tobacco and other products holding Government contracts, in the filling of which they may suffer losses due to increased costs resulting from the application of recovery codes and agricultural adjustment charges, will have to look to Congress for relief, it having been held by Comptroller General McCarl that the Government has no authority to change the prices at which it contracts to make purchases.

While the National Recovery Administration has advocated the readjustment of contracts between private interests to cover the increased production costs occasioned by codes, and President Roosevelt has indicated his willingness to put Federal contracts on the same basis, a ruling by the Comptroller General holds that action by Federal agencies would be without support of law.

THE strong arm of the Federal Government will support retailers who fight attempts on the part of those from whom they purchase to raise prices unduly because of the application of recovery codes.

This was made clear August 22d by General Hugh S. Johnson, administrator of industrial control, at the opening of hearings on a proposed recovery code for the retail stores of the country.

While sponsored by the hardware, furniture, shoe, dry goods and furnishings trades, the code will apply to all tobacco and other retail stores except those dealing in drugs and groceries.

The code under consideration provides for a forty-four-hour week, except at peak periods, when forty-eight hours will be permitted. Weekly minimum wages range from $11 to $14, depending upon the size of the community, and with a $1 differential for the South. It is stipulated that present wages shall in no case be reduced because of the shortening of hours.

UNDER the code, retail prices are not to be increased more than is made necessary by actual increases in costs, but no store may sell goods at retail at less than the net invoice delivered cost or current market delivered cost, whichever is lower, plus 10 per cent. to insure that labor costs shall be at least partially covered.

In blunt, unmistakable language, General Johnson assured the retailers he would stand behind them in a fight against unduly increased prices, which already have resulted in a slowing down of the upward trend of business which began last March.

"Resent these price increases and we will support you," he promised.

While the recovery campaign will increase prices because of new costs imposed by adherence to code requirements, he declared it the duty of the administration to see that there is no "runaway market."

"There is no reason to go way beyond reason," he asserted. "If you do this, you just kill the goose that lays the golden egg. The house that we are trying to build will collapse like a house of cards."

MOVING to protect American manufacturers operating under recovery codes from unfair competition from foreign merchandise, the National Recovery Administration has set up an organization to consider complaints of this nature, a large number of which have already been received.

In general, these complaints point out that domestic costs have been materially increased by the application of recovery codes and ask protection from countries where wages and commodity prices are much lower than those which now prevail here.

A liaison officer has been appointed by the recovery administration to work with the United States Tariff Commission in passing on matters of this nature, whose recommendations will be submitted to the President for consideration under those provisions of the Recovery Act which vest in the Executive the authority to protect American commerce from unfair foreign competition.

Mr. Kool says:

KOOLS HAVE GOOD ADVERTISING
GOOD DEMAND.... GOOD PROFIT
SURE REPEAT SALES.... GET ABOARD!

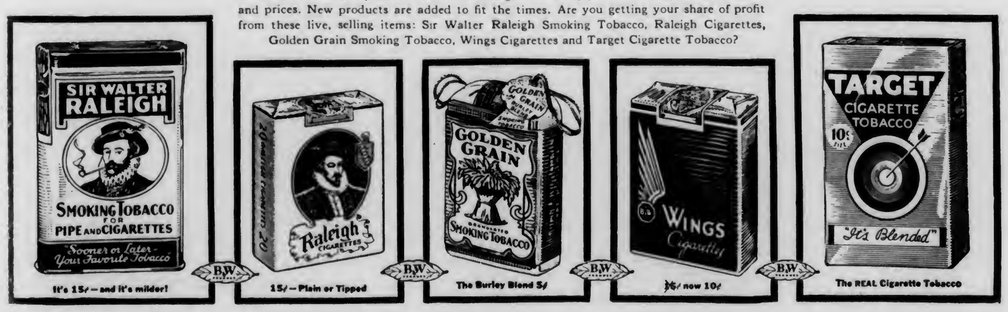
THE PUBLIC was ready for a *mild* menthol cigarette, our advertising caught their eyes, the product clicked—that's the simple, logical explanation for the instant popularity of KOOLS.

KOOLS are cork-tipped. Mentholated by a special process that cools the smoke without interfering with the fine Turkish-Domestic tobacco flavor.

It's a better smoke for your customers—tell 'em that. They can smoke more KOOLS each day without throats ever getting dry. If you haven't stocked this new B. & W. brand, please phone your jobber today.

BROWN & WILLIAMSON TOBACCO CORP., LOUISVILLE, KENTUCKY

Brown & Williamson products have been designed to bring you the most profit in all lines and prices. New products are added to fit the times. Are you getting your share of profit from these live, selling items: Sir Walter Raleigh Smoking Tobacco, Raleigh Cigarettes, Golden Grain Smoking Tobacco, Wings Cigarettes and Target Cigarette Tobacco?



Ad. GT—17

Cigarette Prices Advanced on Monday

A GENERAL increase in the price of cigarettes became effective in Philadelphia on Monday, August 28th, when jobbers raised their price to the retailer to $1.02 a carton on the popular brands.

It was hoped that retailers would establish a price of 12 cents a package throughout the city, as has been done in other sections of the country several weeks ago, but retail prices here this week still ranged from two packages for 21 cents at the cut-rate stores, to 12 and 13 cents a package in other locations.

Bayuk Business Bits

The Cliff Weil Cigar Co., Richmond, Va., setting a fast pace in the distribution and sales of Bayuk products, recently put on a resultful campaign, assisted by F. L. Brumsey, B. S. (which means Bayuk salesman) . . . Heavy shipments to the Capitol City evidence the substantial business of the Washington Tobacco Co., distributor in the bailiwick of G. L. Branzell, Bayuk territorial manager . . . Henry Freeman Co., Inc., Worcester, Mass., and Smith Kelman, Hartford, Conn., both in the zone of Territorial Manager A. C. Roy, are doing a swell job in the promotion of Bayuk Phillies.

John Wagner & Sons are building a splendid business on their high-grade smoking tobaccos, Monticello and Wagner No. 3. These brands have a good call throughout the Middle West and Northern New York State, built entirely on the merits of the brands.

The Wagner House also reports a very noticeable increase recently on the call for high-grade cigars, particularly the imported brands, and in which the Romeo & Julieta seems to be "leading the league."

Yahn & McDonnell Cigars, 617 Chestnut Street, distributors, have placed two new delivery trucks on the streets, which are attracting considerable attention and much favorable comment.

The two trucks are attractively painted in orange and black, and one side of the truck very plainly advertises the fact that they distribute Optimo cigars, while the other side just as plainly states that they also distribute As You Like It cigars. Both these brands are big sellers in this market.

Trade Notes

Kid Nichols, of the Belinda factory, Havana, Cuba, was in town last week, gathering in the orders, and reports business improving steadily for his brand.

Kool cigarettes, product of the Brown & Williamson Tobacco Corp., have been increasing steadily in this market since their introduction here a few months ago.

G. R. Silverberg, of E. A. Kline & Co., was in town this week doing good work promoting the sale and distribution of Medalist cigars, through Yahn & McDonnell. Sales of this brand are showing a nice increase.

George Stocking, of Arango y Arango, Tampa manufacturers of the Don Sebastian line, was in town last week, and also reported good business on his brand.

Barton Lemlein and Joe Banker, of M. Sacks & Co., New York, were visitors at John Wagner & Sons' headquarters on Dock Street on Monday. They report business very good for their factory.

Grabosky Bros., Inc., North Second Street manufacturers, are maintaining manufacturing operations at a steady pace to keep distributors and retailers supplied with their Royalist cigar.

George Jones, president of Yahn & McDonnell Cigars, is vacationing for a short time in the mountains, where he is enjoying all the favorite pastimes of that section. He is expected to return to his desk this week.

BAYUK BULLETIN

VOLUME I | SEPTEMBER 1, 1933 | NUMBER 18

PHULOFAX
(The Retailer's Friend)
SAYS

"Minimum Wage and Maximum Wage gets down finally to Minimum Worth and Maximum Worth" . . . that's another angle, eh, what?

—o—

A jobber makes inquiry . . . "What's the guide as to whether I can contact and service an account?" Our humble answer is—the expense of contacting and servicing the account as against the profit that can be procured from that account.

—o—

At your sales meetings, jobbers, did you ever try the storekeeper vs. salesman program? . . . you know, one of your salesmen acts as the storekeeper — another salesman acts as salesman . . . the latter goes through his sales talk . . . the former combats him. Result—interesting, enjoyable and educational.

—o—

Easy to get into business arguments these hectic days, but remember "There's never the LAST word between friends."

—o—

E. O. J. says . . . "During my vacation, I sent souvenir postal cards to virtually all my customers . . . believe you me, when I got back on the Job I realized I never made a better investment in my life."

—o—

Vacations must be in the air 'cause here's another stunt to build good-will . . . "It's not difficult to ascertain where and when your good customers are vacationing. . . . I send 'em a postal card or a little note with a word or two of well wishes for a fine time." Not bad!

—o—

As we understand it, salesmen are immune from the NRA ruling on working hours, but it's still very confusing to A. M. C., who writes—"If the 40 hours maximum were to apply to salesmen, does that mean that I'd HAVE to work 40 hours?"

—o—

"Dear Phil: My Boss says I am very negligent in the little clerical work connected with my sales job—for instance, he says I always am late getting in my daily reports and slow in answering letters. Maybe he's right, but, dog-gone it, I always get my expense report in on time and isn't that more important because if I didn't, I wouldn't get the money and then I couldn't work. What do you think, Phil?"

Pardon our frank answer, O. C. B.—one of these days you'll get a letter that needs no answer . . . better reform right now.

—o—

T. R. S., Cigar Dealer, asks: "What in your opinion is the best five-cent brand, the best ten-cent, the best two-for-a-quarter?" The only opinion worth a tinker's hurrah is the customer's. And you don't have to ask him. He'll TELL you.

Phil M. Phulofax
D. B. I.

Associated with BAYUK CIGARS, INC., Philadelphia—Makers of fine cigars since 1897

A HITCH HIKER DOESN'T GET FAR ON THIS ROAD
The man who "gets there" must furnish his own power

"LET US FIT YOU WITH A GOOD CIGAR"

Old Time Sales Method Still Rings The Bell

Maybe we're wrong but it seems to us that the old time cigar dealer used to take a good bit more personal interest in his customers than the average cigar merchant does today. He was always ready and willing to talk colors and shapes and what not and to give the customer the benefit of his experience in selecting just the right cigar for his particular taste. And, as we remember it, the customer appreciated the attention.

This splendid type of old time cigar merchant was recalled vividly to our mind only the other day, by a sign we saw in a bustling up to date shop. The sign read:

"LET US FIT YOU WITH A GOOD CIGAR"

Curiosity being one of our pet vices, we asked one of the salesmen to explain. Knowing we were in the cigar business, too, he told us the inside story.

"That sign," said the salesman, "is our prize good will builder. Many a customer, just as you did, asks what it's all about. I tell him that our aim is to sell every customer the cigar that is *made for him.* Then I put him through a friendly little third-degree. Does he like a mild, medium or strong cigar? What are his preferences as to color, shape, size and price? And so on. Pretty soon I have a fairly good notion which of the popular brands we sell will suit him.

"Then I say: 'Try this cigar, sir. I'm pretty sure you'll like it. But if you don't, come back and we'll try again!'

"I don't have to tell you, as an old time salesman, that there are a lot of good angles to that method of selling. The mere fact that we get a customer into conversation about cigars results in a good many box sales. Furthermore, he feels he's getting real attention and service from a salesman who knows what he's talking about.

"You know how it is yourself, when you go to buy a golf club or a necktie, or anything, you like to trade at the shop where they seem to be more interested in suiting you than in taking your money and shoving you out the door. Yes sir! That sign is a great little good-will getter!"

We thought this little experience well worth passing on to our other friends in the retail cigar trade.

BAYUK BRANDS BUILD BUSINESS

Bayuk Philadelphia Perfecto
Havana Ribbon
Mapacuba
Charles Thomson
Prince Hamlet

WAS OUR FACE RED?

It was some years ago, when we made our living lugging a sample case for the Usmokem Cigar Co. We hit Philadelphia one morning and set out hot foot to call on a new prospect we had never crashed before.

As we started down Chestnut Street we halted a passerby. "Say brother, can you tell me how far it is to the Arcade Cigar Store?"

"Well," said the stranger, "the way you're headed, I guess it would be about 25,000 miles. But if you'll turn around you'll find it two blocks up."

If we learned any lesson from that experience, this is it. Be sure you know where you're going before you start out. F'rinstance. Don't say, "I'm going to get as many new accounts this month as I possibly can." Say something like this. "I've figured it out that there are 100 good prospects in this territory I haven't sold. I figure I can get 10 new accounts a week, so I'm going to get 100 new customers in the next ten weeks or break a leg."

$5.00 REWARD FOR OLDEST SALESMAN

The Bayuk Bulletin recently ran a prize contest for the youngest cigar salesman. Now we are offering a prize of $5 to the oldest salesman still actively engaged in selling for a cigar jobber, manufacturer or dealer.

Come on, you veterans. Don't be afraid to tell your ages. If you're 85 or 105 and still keen and active, it's something to be proud of. If you are a real old timer, let us have your record. Or if you know some man you think might be eligible for the prize, write us about him and we'll look him up.

Send your entries to Phulofax, care of Bayuk Cigars, Inc., 9th Street and Columbia Avenue, Philadelphia. The contest closes November 1.

MADE TO SELL

Stop us if you've heard this one about Jones who bought the genuine imported Havana cigars from the Cuban sailorman who had smuggled them into the country. The mariner had a genuine Spanish accent, the cigars looked O. K., and the price was simply too good to be true. So Jones invested.

A day or two later he encountered the honest sailor on the street. "Look here you double dealing, cross-eyed son of a sea cook," shouted Jones. "Those cigars you sold me were awful. I simply couldn't smoke 'em."

"Ah, senor," the Cuban made a deep bow, "those cigar she is not made to smoke."

"Not made to smoke!" exclaimed Jones as he tottered on the verge of apoplexy. "Then what in the . . . what are they made for?"

"Ah, senor, those cigar she is made to sell."

Which reminds us, Mr. Retailer. The only kind of cigars that will ever bring you repeat business and volume profits are the cigars that are made to smoke. Long shot brands with a little extra profit aren't one-two-three in sales alongside the big popular sellers that the public likes and demands. No, we aren't telling you anything you don't know. We're simply reminding you of something you've always known.

TIGHT BINDING

TOBACCO TRADE ORGANIZATIONS

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CHARLES J. EISENLOHR, Philadelphia, Pa.	Ex-President
JULIUS LICHTENSTEIN, New York, N. Y.	Vice-President
WILLIAM BEST, New York, N. Y.	Chairman Executive Committee
MAJ. GEORGE W. HILL, New York, N. Y.	Vice-President
GEORGE H. HUMMELL, New York, N. Y.	Vice-President
H. H. SHELTON, Washington, D. C.	Vice-President
WILLIAM T. REED, Richmond, Va.	Vice-President
HARVEY L. HIRST, Philadelphia, Pa.	Treasurer
ASA LEMLEIN, New York, N. Y.	
CHARLES DUSHKIND, New York, N. Y.	Counsel and Managing Director

Headquarters, 341 Madison Ave., New York City

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CHAS. B. WITTROCK, Cincinnati, Ohio	Vice-President
GEO. S. ENGEL, Covington, Ky.	Treasurer
WM. S. GOLDENBURG, Cincinnati, Ohio	Secretary

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MILTON RANCK, Lancaster, Pa.	First Vice-President
D. EMIL KLEIN, New York City	Second Vice-President
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GEO. B. SCRAMBLING, Cleveland, Ohio	Treasurer
MAX JACOBOWITZ, 84 Montgomery St., Jersey City, N. J.	Secretary

Plans Campaign on Vacation

THEODORE SCHWARTZ

Theodore Schwartz, well-known cigar executive, who is sales manager of the Bernard Schwartz Cigar Corporation, manufacturers of R. G. Dun Cigars, and treasurer of the Deisel-Wemmer-Gilbert Corporation, Detroit, Michigan, was photographed while enjoying a short vacation at Mackinac Island. On his return Mr. Schwartz will complete plans for an aggressive sales and advertising campaign for R. G. Dun cigars throughout the entire Middle West.

THE United States Tobacco Distributors' Association met in convention in Atlantic City, N. J., on Sunday, August 27th, and Monday, August 28. A code of fair competition was adopted and a marketing agreement was entered into by the unanimous vote of the delegates to the convention. The various states were well represented, both geographically and numerically.

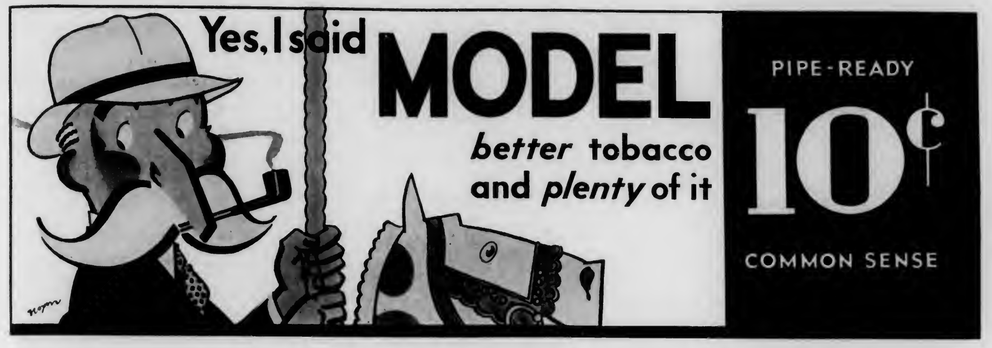
The code as adopted, by agreement with the National Association of Tobacco Distributors, shall be presented to their executive committee for the purpose of presenting to Washington a unified code. At the completion of the convention, the officers, by communication with the secretary of the National Association of Tobacco Distributors, agreed to meet in executive session for the purpose of forming a unified code for the betterment of the tobacco industry.

The members are hopeful that after an executive session between the United States Tobacco Distributors' Association and the National Association of Tobacco Distributors, a consolidated code will result. For the sake of expediting the adoption of a consolidated code, it was deemed advisable to defer the publication of the code until after the meeting of the executive committees of the National Association of Tobacco Distributors and the United States Tobacco Distributors' Association, who, at the request of the secretary of the former association, are to meet in the very near future.

The temporary officers were re-elected by unanimous vote to serve for the period of one year.

Invitations are being mailed to consumers of high-grade cigars through the city and vicinity, by Yahn & McDonnell Cigars, local distributors of the Henry Clay & Bock brands, to attend one of the most interesting and informative exhibits of cigars ever to be shown in this city.

The exhibit will be shown in their Widener Building store, 1335 Chestnut Street, on September 5th, 6th and 9th, and will include sixty different sizes and shapes of the Corona brand and others.



Seven Months Withdrawals for Consumption

	1st 7 Mos. Cal. Yr. 1933	*—Decrease +Increase Quantity*
Cigars:		
Class A—		
United States....	2,050,341,990	+ 80,373,285
Puerto Rico	30,380,320	— 13,473,180
Philippine Is. ...	79,210,500	— 12,762,460
Total	2,159,932,810	+ 54,137,645
Class B—		
United States	15,372,540	— 16,592,508
Puerto Rico	1,895,050	+ 1,754,050
Philippine Is. ...	128,007	— 236,222
Total	17,395,597	— 15,074,680
Class C—		
United States ...	294,675,430	— 197,056,634
Puerto Rico	292,030	— 1,895,520
Philippine Is. ...	113,822	— 42,590
Total	295,081,282	— 198,994,744
Class D—		
United States ...	23,304,008	— 7,418,759
Puerto Rico	500	— 2,200
Philippine Is. ...	1,326	— 1,300
Total	23,305,834	— 7,422,259
Class E—		
United States ...	2,148,808	+ 350,155
Puerto Rico	.....	.....
Philippine Is. ...	221	— 18,864
Total	2,149,029	+ 331,291
Total All Classes:		
United States ...	2,385,842,776	— 140,344,461
Puerto Rico	32,567,900	— 13,616,850
Philippine Is. ...	79,453,876	— 13,061,436
Grand Total .	2,497,864,552	— 167,022,747
Little Cigars:		
United States ...	116,146,053	— 51,939,174
Puerto Rico	1,804,000	— 246,000
Philippine Is. ...	.....	.....
Total	117,950,053	— 52,185,174
Cigarettes:		
United States ...	67,235,314,320	+5,803,758,720
Puerto Rico	1,996,600	— 698,100
Philippine Is. ...	832,170	— 100,177
Total	67,238,143,090	+5,802,960,443
Large Cigarettes:		
United States ...	1,468,035	— 652,042
Puerto Rico	435,000	+ 132,000
Philippine Is. ...	1,937	+ 937
Total	1,904,972	— 519,105
Snuff (lbs.):		
All U. S.	21,128,741	— 460,556
Tobacco mfd. (lbs.):		
United States ...	180,385,492	— 2,751,407
Philippine Is. ...	103	— 324
Total	180,385,595	— 2,751,731

"What a welcome visitor THE TOBACCO WORLD must be to wholesalers and retailers!

"If they are only half as interested in reading it as we ourselves are, we're glad our ad is in it regularly"—

says an advertiser.

Established 1886

"BEST OF THE BEST"

OPTIMO CIGARS

Manufactured by **A. SANTAELLA & CO.**

Office, 1181 Broadway, New York City

FACTORIES: Tampa and Key West, Florida

OUR HIGH-GRADE NON-EVAPORATING

CIGAR FLAVORS

Make tobacco mellow and smooth in character and impart a most palatable flavor

FLAVORS FOR SMOKING and CHEWING TOBACCO

Write for List of Flavors for Special Brands

RETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS

FRIES & BRO., 92 Reade Street, New York

Classified Column

The rate for this column is three cents (3c.) a word, with a minimum charge of seventy-five cents (75c.) payable strictly in advance.

POSITION WANTED

CIGAR FACTORY SUPERINTENDENT. MORE THAN 20 Years' Experience With One of the Largest Manufacturers. Hand work or automatic machines. Address Box 560, care of "The Tobacco World."

FOR RENT

OFFICE AND FLOORS FOR CIGAR MANUFACTURING OR STORAGE—No parking restrictions; good location; low rent; freight elevator and loading platform. Will divide. Metals Coating Company of America, 495 North Third Street, Philadelphia.

HAVANA CIGARS

BEER WITHOUT CIGARS, IS LIKE KISSING WITHOUT LOVE—Adopt as your slogan, "Kiss your beer, but love your cigars." Specially those Havana blended, "Good to the last Puff," manufactured by A. Ramirez & Co., Post Office Box 1168, Tampa, Fla. Write them for particulars today.

POSITION WANTED

Newspaper and magazine advertising executive, thoroughly experienced, formerly with local newspapers and agencies, and also advertising manager. Position with firm desiring an advertising man, salesman or assistant to manager. Knows marketing, merchandising and distribution. Salary not as important as opportunity to demonstrate actual worth and ability. References the highest. Address, F. H. Riordan, 5915 Webster Street, Philadelphia, Pa.

Tobacco Merchants' Association Registration Bureau, 341 Madison Ave. NEW YORK CITY

Schedule of Rates for Trade-Mark Services Effective April 1, 1916.

Registration,	(see Note A),	$5.00
Search,	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS

MATT WENGLER:—46,225. For all tobacco products. Matt Wengler Cigar Co., Chicago, Ill., August 7, 1933.

BRAUHAUS SPECIAL:—46,227. For cigars, cigarettes and tobacco. Frank Vogel, Flushing, L. I., N. Y., August 11, 1933.

RINARNA:—46,228. For cigars, cigarettes, pipes and smoking tobacco. National Cigar Stands Co., New York, N. Y., August 10, 1933.

FACTORY LONGS AND SHORTS:—46,230. For cigars. W. J. Neff & Co., Red Lion, Pa., July 11, 1933.

FACTORY SHORTS AND LONGS:—46,231. For cigars. W. J. Neff & Co., Red Lion, Pa., July 11, 1933.

VAL-NICK:—46,234. For cigars, cheroots and stogies. Henry Mazer Cigar Co., Detroit, Mich., August 17, 1933.

TRANSFERS

HALLMARK:—28,055 (Tobacco Leaf Registration Bureau), and **29,175** (U. S. Tobacco Journal Registration Bureau). Registered August 4, 1904, for cigars, cigarettes, cheroots and tobacco by American Litho. Co., New York, N. Y. Through mesne transfers acquired by the Consolidated Litho. Corp., Brooklyn, N. Y., for **cigars only**, and re-transferred to D. Emil Klein Co., New York, N. Y., July 12, 1933.

PICCADILLY:—9768 (U. S. Patent Office). For a cigar label. Registered January 29, 1903, by American Litho. Co., New York, N. Y. Transferred by Consolidated Litho. Corp., Brooklyn, N. Y., successor to the registrant, to Pennstate Cigar Co., Philadelphia, Pa., August 16, 1933.

HENRY K:—19,599 (U. S. Tobacco Journal). For cigars. Registered December 4, 1897, by H. G. Klinkerman, Paola, Kan. Transferred to Henry Katz, Detroit, Mich., and re-transferred to the Henry K. Cigar Co., Detroit, Mich., August 4, 1933.

BON TON:—(Legal Protective Association.) For cigars. Registered in 1884, by Lichtenstein Bros. Co., New York, N. Y. Transferred by General Cigar Co., New York, N. Y., successor to the original registrants, to Consolidated Litho. Corp., Brooklyn, N. Y., July 10, 1933.

Send Two Dollars, with the coupon below to The Tobacco World, 236 Chestnut St., Phila., Pa., and get your copy twice a month for a year.

Name.....

Street No......

P. O...... **State**.....

VOLUME 53 No. 18

THE TOBACCO WORLD

LIBRARY RECEIVED SEP 19 1933 U. S. Department of Agriculture

COMMON SENSE

The importance of attractive and dependable containers for fine cigars is recognized by the progressive cigar manufacturer.

Generally the brands that are increasing their goodwill in this present analytical market are packed in the *new improved AUTOKRAFT cigar boxes.*

Cigar Manufacturers who have not investigated the value of the merits and economies of the splendid and inviting package may obtain complete details promptly by addressing the AUTOKRAFT BOX CORPORATION.

Phila., Pa.
Hanover, Pa.
Cincinnati, Ohio

AUTOKRAFT BOX CORPORATION

LIMA OHIO

A Nation Wide Service

York, Pa.
Chicago, Ill.
Detroit, Mich.
Wheeling, W. Va.

After all nothing satisfies like a good cigar

WOODEN BOXES

Are the Only Natural Humidor for Cigars.

Pack your cigars in wooden boxes and preserve their delicate aroma, mellowness and flavor right up to the time they are passed over the counter to the customer.

Discriminating cigar smokers prefer to select their favorite brand from a wooden box—and it's good business to cater to the dealer and consumer by packing your cigars in wooden boxes.

WHEN BUYING CIGARS
Remember that Regardless of Price
THE BEST CIGARS
ARE PACKED IN
WOODEN BOXES

THE TOBACCO WORLD

Vol. 53 SEPTEMBER 15, 1933 No. 18

The TOBACCO WORLD has signed the President's agreement and is operating under the NRA Code, gladly and wholeheartedly co-operating to the fullest extent in the Administration's effort to promote industrial recovery.

▲

NATURALLY, we have seen a number of editorial comments and columnar wise-cracks about the first cigarette smoked by that octogenarian out in Council Bluffs, Iowa, the other day. The one that interested us most, however, was the editorial, "The Message of Loren Morrison," in the September 14th issue of *Printers' Ink*. On the chance that you, too, will be interested in it, we take pleasure in reprinting it:

▲

LET EVERY salesman, copy writer and advertiser take to heart the strange case of Loren Morrison who never smoked a cigarette until he was eighty years old. It was on the same day that this aged inhabitant of Council Bluffs took his first airplane ride that he broke a wrapper, and with a remark that, 'This is as good a time as any to start,' began to puff vigorously on his first cigarette. Think of the number of times the advertising of cigarettes must have tempted this ancient expert at sales resistance! Think of the years through his manhood, when the billboards, the magazine pages, the newspapers shouted at him, the years of his old age when radio was added to the chorus. Yet at the end repetition told on him. His sales resistance was shattered and one more consumer was added to the millions.

▲

LET NO salesman hereafter despair at the tenth turndown of a star prospect. Let no advertiser ever be discouraged when his market seems for a time to stand still. If it took Loren Morrison, shall we say, sixty-three years to say 'Yes' to a cigarette, there is hope for everyone on the selling side of anything." That is a worthwhile message for to-day's salesmen. But we cannot leave this matter without stating that in our reproduction of the *Printers' Ink* editorial, we omitted the trade-marked name of the cellulose wrapper mentioned in the original, on the reasonable ground that we do not consider it cricket to give publicity to that without giving publicity to the name of the cigarette, which was not mentioned in any of the stories.

▲

THE VALUE of a product to a consumer depends not merely upon physical properties, but also upon the ideas associated with the product. There was no change in Listerine when halitosis was first discovered by the advertising world, but there was a great change in Listerine sales. There was no change in Lucky Strike cigarettes when 'Reach for a Lucky instead of a sweet' became a nationally discussed slogan, but there was a great change in the Lucky Strike sales. Whatever we think of these slogans, their immediate influence on sales was clear. Thus one of the most valuable features of a consumer product may be its reputation and the ideas which a manufacturer can cultivate in the minds of the public.

▲

WITH the newspapers—first to reflect a change in advertising and, as a consequence, first to forecast a change in business up or down—recording a 14.5 per cent. increase in advertising linage in August, the first increase in three years, this whole subject of advertising becomes a vital topic for thought. That accounts for our publishing in this issue some extracts on advertising from Russell H. Mack's new book, "The Cigar Manufacturing Industry." It also accounts for our calling to your attention in the following lines some thoughts of Lyman H. Chalkley, Head of Research, The Bristol-Myers Company, in the current issue of *Printers' Ink:*

▲

ADVERTISING must not only reach and attract the attention of prospective customers for a product. It must give them a favorable impression of the product and carry conviction that the product will do something that the prospective consumer wants it to do. Methods for accomplishing these ends all involve psychological problems. Even after we have decided what people to reach and how to reach them, the presentation of the advertising story not only calls for the creative imagination of the copy writer and layout man, but for a choice between the results of their labors.

▲

SO FAR, in speaking of changing products and advertising, I have assumed that people's reactions remained constant. But they don't. People who have been reading about halitosis for years no longer react in the way they did when the slogan was new. Not only do people change as a result of advertising, but because of influences quite beyond the control of the advertisers. Such changes are going on all the time. But I believe that under conditions of stress, such as the present, the rate of change is accelerated. Advertising stories and slogans become obsolete more rapidly. Is this so? If it is, how profound are the changes? Is it merely that a slogan loses its effectiveness, or do people become less pervious to all advertising in some old standard medium?"

The TOBACCO WORLD (established 1881) is published by Tobacco World Corporation; Hobart B. Hankins, President and Treasurer; Gerald B. Hankins, Secretary. Office, 236 Chestnut Street, Philadelphia, Pa. Issued on the 1st and 15th of each month. Subscriptions, available only to those engaged in the tobacco industry, $2.00 a year, 20 cents a copy; foreign, $3.50 a year. Entered as second-class mail matter, December 22, 1909, at the Post Office, Philadelphia, Pa., under the Act of March 3, 1879.

Substitutions Allowed to Tobacco Trade

By HARVEY L. HIRST

Chairman, Special Cigar Committee, A. C. M. L. T. D.

FOR the benefit of those cigar manufacturers electing to operate under the President's Blanket Code, I want to make clear that the National Recovery Administration has agreed to the following substitutions only:

Substitutions approved August 12, 1933.

For Paragraph III:

On and after the effective date of this Code no factory or mechanical workers or artisans shall be employed more than forty hours in any one week, provided, however, that this limitation shall not apply when seasonal or peak demand requires that such employees work more than forty hours per week. In cases of seasonal or peak demand no such employees shall be employed for more than an aggregate of forty-five hours per week for four months in any calendar year and in no event shall any employee work more than two thousand hours in any one year.

For Paragraph IV:

The maximum hours limitation shall not apply to employees in an executive or supervisory capacity who now receive more than Thirty-five Dollars ($35) per week, nor in cases of emergency to repairmen, engineers, electricians, firemen, shippers, watchmen, watching crews and outside crews and cleaners but in any such emergency at least time and one-third shall be paid for hour's work in excess of the maximum.

For Paragraph VI:

On and after the effective date of this Code no factory or mechanical worker or artisan shall be paid less than thirty-two (32) cents per hour in all states of the United States, except that in Virginia, North Carolina, South Carolina, Georgia, Alabama, Mississippi, Louisiana, Arkansas, Kentucky, Tennessee, Texas, West Virginia and Florida and the territorial possessions of the United States no such employee shall be paid less than thirty (30) cents per hour. This paragraph establishes a guaranteed minimum rate of pay regardless of whether the employee is compensated on the basis of a time rate or a piece-work performance, provided, however, that such minimum wage shall not apply to:

A. Learners and apprentices, provided that not more than ten per cent. (10%) of the total employees in any establishment be classed as learners or apprentices. The period of learning or apprenticeship shall not exceed (1) in the case of machine manufacturers, three months during which period the minimum wage shall be at the rate of Six Dollars ($6) per week for the first month, Eight Dollars ($8) per week for the second month and Ten Dollars ($10) per week for the third month; and (2) in the case of hand manufacturers, six months, during which period the minimum wage shall be at the rate of Six Dollars ($6) per week for the first two months, Eight Dollars ($8) per week for the second two months and Ten Dollars ($10) per week for the last two months.

B. Hand and machine cigarmakers who are inefficient by reason of age or otherwise, whom a manufacturer would normally be required to lay off due to the establishment of a minimum wage. Such employees, however, are to receive the same rate for piece work as is paid to employees entitled to the minimum wage. The maximum number of employees classified under this subdivision shall not exceed more than three per cent. (3%) of the total number of cigar machine operators in the case of machine manufacturers or seventeen per cent. (17%) of the total number of hand cigar makers in the case of hand manufacturers employed in any establishment.

C. Persons employed by manufacturers as strippers but in no event shall strippers be paid a minimum wage of less than twenty-two and one-half (22½) cents per hour.

Substitution approved August 24, 1933.

On and after the effective date of this Code, no factory or mechanical worker, or artisan employed in a factory manufacturing cigars by machinery shall be paid less than 32¢ per hour in the United States and its territorial possessions.

On and after the effective date of this Code, no factory or mechanical worker, or artisan employed in a factory manufacturing cigars by hand shall be paid less than 30¢ per hour in the United States and its territorial possessions.

The merchandising provisions of the Code filed by the Special Cigar Manufacturers Committee of the Associated Cigar Manufacturers and Leaf Tobacco Dealers are not presently effective. In explanation, clause 18 provides as follows:

This Code shall become effective fourteen days after its approval by the President of the United States and shall remain in effect unless and until modified or revoked and until the expiration of the National Industrial Recovery Act, provided, however, that, with the approval of the President, the Merchandising Provisions of this Code, constituting Articles VI, VII, VIII, IX, X, XI, XII and XIII shall become effective forty-five (45) days after the effective date of the Labor Provisions.

Further, merchandising provisions in Code submitted by retailers and jobbers of cigars are not presently effective and can only become so after approval by the President of the United States.

As chairman of the Special Cigar Manufacturers Committee I have been directed to call to the attention of all cigar manufacturers through the medium of the trade papers that a certain large group of manufacturers making cigars by hand methods are not in accord with the maximum hour and minimum wage provisions of the Code filed in Washington by this Committee.

An extension of time until September 15th for filing supplementary written statements and arguments on the proposed shade tobacco marketing agreement submitted by the Connecticut Valley Shade Growers Association, Inc., of Hartford, Conn., to the Agricultural Adjustment Administration, has been announced by John Pearson, who presided at the hearing August 29th. Such statements and arguments must be filed with the Hearing Clerk at the Department of Agriculture, Washington, D. C.

A Royalist Welcome to Ben Grabosky

BENJAMIN L. GRABOSKY, who was formerly identified with the G. H. P. Cigar Co. manufacturing the El Producto cigar, is again actively engaged in the cigar manufacturing business in Philadelphia. He is now identified with Grabosky Bros., Inc., makers of the Royalist Cigar which has been an outstanding success in the area surrounding Philadelphia. It is Mr. Grabosky's intention to broaden the market for Royalist. "I will shortly pay a visit to some of my friends in the various territories" Mr. Grabosky stated, "I am going into this with all my enthusiasm and expect to make Royalist one of the country's leading brands. It is my intention to pursue the same high-grade merchandising methods which I have always used. The market needs a cigar like Royalist. It is made with all the skill that only years and years of experience can develop. I am anxious to visit my old friends in the business."

Benjamin L. Grabosky is very enthusiastic about his re-entrance into the manufacturing business. His business policy has always been one of quality and he intends to promote the Royalist cigar on that basis which is the platform on which Royalist has already grown to be a large seller in its present territories.

Mr. Grabosky, who is one of the best known figures in the cigarmaking industry, has been active in the tobacco business since 1900 when he and his brother, Sam Grabosky, started a leaf tobacco business. It was in 1911 that these two brothers started the G. H. P. Cigar Co. and four years later they made the first El Producto cigar. The G. H. P. was conducted by them until 1926 when they sold out to the Consolidated Cigar Corp. They continued with the corporation until 1930.

For the past year Benjamin L. Grabosky has been connected with his brother, Sam Grabosky, in the leaf tobacco business under the firm name of S. & Benj. L. Grabosky. He has given up his association with this firm. Sam Grabosky remains in the leaf tobacco business.

Benjamin L. Grabosky

Two-Cent Levy Suggested for Cigar Leaf

MANUFACTURERS who use cigar-leaf tobacco have suggested to the Agricultural Adjustment Administration that the rate of processing tax on cigar-leaf tobacco be set at two cents per pound. The suggestion was made at a public hearing called by Secretary Wallace to aid in the determination of a processing tax rate which will prevent the accumulation of surplus stocks and depression in the farm price of cigar-leaf tobacco.

Officials of the Agricultural Adjustment Administration pointed out that the current fair exchange value of cigar-leaf tobacco is 13.6 cents while the current market price is 7.5 cents. A maximum processing tax of 6.1 could be levied.

Prew Savoy, of the legal staff of the Administration, presided over the hearing with J. B. Hutson, chief of the tobacco section.

B. G. Meyer, representing the General Cigar Co., asserted that a processing tax representing the difference between the current average farm price and the fair exchange value of cigar-leaf tobacco would seriously injure the cigar industry and result in a decrease in consumption. A processing tax would have to be absorbed by the manufacturer, Mr. Meyer said. He stated that figures obtained from manufacturers of about 50 per cent. of the cigars made in this country show that the profit is $1.53 per 1000 cigars. A processing tax of around 6 cents per pound would come "pretty close to wiping out the profit," he said.

According to Mr. Meyer, the processing tax could not be passed on to the consumer because an odd-cent cigar meets with a poor sale. He suggested that a processing tax of 2 cents per pound be levied. Manufacturers of cigar tobacco and scrap chewing tobacco were in general agreement that the industry could stand a tax at this rate.

Among those who opposed the levying of a processing tax at the maximum rate were Howard Cullman, representing Cullman Bros.; W. R. Perkins, representing P. Lorillard & Co.; J. A. Bloch and S. R. Morrow, representing Bloch Brothers; and J. H. Duys, president of the Associate Cigar Manufacturers.

Musings of a Cigar Store Indian

By Chief "Young-Man-Smoke-Cigars"

BRINGING to an end our discussions of the wooden Indians of other days, the page is given over in this issue to further excerpts from Kate Sanborn's book, "Hunting Indians in a Taxicab," some of them naive but all of them illuminating to a student of these identifying cigar store signs:

A WELL-KNOWN steel magnate gave a beautiful church to the town where his mother lived, at her request. And not entirely satisfied, she next egged him to get a statue of some Saint to make the gift perfect and adorn the grounds. He promised, and soon a long box came directed to his mother, but alas! it proved to be one of the wooden men of which we are talking. Her son was fond of practical jokes.

JACOB A. RIIS wrote in "The Old Town": "We boys in the Old Town were strictly prohibited from smoking under the school rules, which prescribed the rod for every offense. In consequence, we did it on the sly, thinking it manly and fine. At his desk at home, Father smoked all the time, and so did everybody else. Many a pound of Kanaster have I carried home from the tobacconist's shop, the one in Gronnegade, with the naked brown Indian smoking a very long pipe. From the moment the 'Last of the Mohicans' fell into my hands, I looked upon him as a friend and brother. There was something between us which the grown-ups knew nothing about. He must be acquainted with Uncas and Chingachgook and Deerslayer, for he was one of the good Delawares and not of the wicked Hurons. He swings from his hook yet, and I confess to a nodding acquaintance when I pass him in the street. His pipe is still the biggest part." Later he wrote: "He is fixed now on the wall. In my childhood he swung from a hook, smoking his long pipe."

HERE'S a New York politician's opinion about the Indians he knew. "Say, Spielberg, were you in the Assembly at Albany in 1901?"

"No, this is only my second term. Let me explain how they do things up there. I went there, full of enthusiasm for the public service. Being a new member, I scarcely expected to get on one of the big committees, but I thought I was entitled to something. The Speaker put me on the Indian Affairs Committee. The only Indians I knew anything about were the braves of the Tammany tribe, but I was willing to learn. I read the works of J. Fenimore Cooper so as to get posted on Indian affairs. When I got a pretty good grip on the subject I waited for a meeting of my committee but couldn't find any. Near the close of the session I went to an old member of the Legislature and asked him if there were any Indians in the State and if so what I was supposed to do for them.

INDIANS in New York?" he came back. "Plenty of them. You come from Manhattan and must have noticed a number of them in front of cigar stores with uplifted tomahawks. These Indians are exposed to all kinds of weather and it is your duty to observe the weather effect and be ready to report on the same when the committee meets." I asked him when the committee did meet and he said, "I have been here for the past six years and it has not met yet, but it is likely to meet any day."

TO REVIEW the history of these Indians one would naturally look to a tobacconist of age, with years of the business of dealing in and manufacturing of smokers' articles, and in interviewing several of such many facts of interest may be learned. The oldest tobacconist in Baltimore in 1908 was venerable Mr. Caspari, of Calvert Street. Mr. Caspari's story is as follows: The first few figures were made by ship carpenters 125 years ago and were carved out of lengths of old seasoned masts. In those days of individual effort and prosperity cigar stores were few and far between, and for a sign to identify them they used the figure of an Indian, because from the Indian the white man first received tobacco.

At first the figure was painted on each side of a board. This was placed in front of the store. From that evolved the carving of the figure from solid wood as a new idea and more attractive and progressive, as well as more expensive and valuable.

IN 1864 Mr. Caspari hired a man from New York to make figures for him. The first figure was a small one, representing an Indian squaw. This was sold in Baltimore in 1865 and brought $15. These figures were made out of old masts. Each one was handmade with saw, knife, chisel and such tools of the trade. The sculptor would work on five or six different ones in turn, and take, on an average, about a week's time to finish a figure. The value of the figures depended on the size, amount of work and time necessary to finish them and on their newness of design and ornamentation. They cost new, from $15 up to $250. One Mr. Caspari sold for $400. To repaint a figure cost from $10 to $15. They were always painted flashily with high-grade paint and trimmings of genuine gold or silver or whatever metal was called for. Some had earrings, others beads, bracelets or necklaces to repaint fancifully. Then the feathers of the Indian required the highest artistic blending of colors. As a rule, the figures required repainting every eighteen months.

"Bill" Hollingsworth says:

BECAUSE of the severity with which they have been hit by the depression and the consequent demoralization of their business, tobacco dealers have had to make wholesale reductions in their staffs, with the result that the proprietors and their remaining employees, and in many instances members of the proprietors' families, have had to work unconscionably long hours in their endeavor to eke out what passed for livelihoods. We have had numerous reports of people having to work eighteen hours a day seven days a week.

Those figures alone give you a picture as vivid as it is tragic of the state to which the retailers have been reduced. They have been sunk by trade practices which, while condemned by all of them, persisted because individual action could not end them. Worst of all, the business has been shamelessly sacrificed as a means of increasing patronage for other lines.

No industry, I venture to say, has suffered anywhere near as much as retail tobacco from the vicious and deadly trade device known as "loss leaders." That is, selling one line at less than cost to create store traffic, with the idea that customers attracted by the sacrificed article will remain to buy other things sold at legitimate prices and fair profits. Anybody who pauses to think of it will at once realize how universal is the American habit today of using cigarettes and other tobacco products as loss leaders.

There are in the United States 800,000 retail tobacco outlets, ranging all the way from the gorgeous chain store to the little roadside shop in a rural district. Ever since the depression began, the tobacco dealer, big or little, has been victimized by price-cutting.

The time soon came when the big fellow as well as the little man cried out against the practice. Everybody realized that the thing meant ruination. Everybody declared that it must stop. But in a business that went into every city, town, and hamlet, it seemed an impossibility to secure such unanimous action as was needed to put an end to it.

You will realize the despair to which the retailers had been driven and the eagerness with which they welcomed an opportunity to save themselves, when you get the picture of their unanimous and headlong rush to unite so as to secure the help of the NRA.

The Retail Tobacco Dealers of America, Inc., created six weeks ago solely to carry out the purposes and ideals of the NRA, has on its directorate men from every section of the country; and since its organization its New York headquarters have been literally deluged with letters and telegrams from retailers declaring their intention to join and their desire to share in the benefits of the code. For example, in one delivery of mail on an afternoon last week letters came into the office from nineteen states.

In short, the retail tobacco dealers, constituting the industry that is Uncle Sam's biggest taxpayer, have enthusiastically come together with record-breaking speed to support the New Deal and to share its benefits. Naturally, they feel that, being such a tremendous financial support of the Government, and at the same time in such terrific financial difficulties, they are justified in asking the NRA to give them every possible aid and encouragement by putting their code into effect as soon as possible.

Mary Reynold's Owner and Driver

W. N. Reynolds, owner of Mary Reynolds, the year's leading trotting horse, congratulates Ben White who drove the fleet bay filly to a dramatic victory in the Hambletonian Stake. For many years Mr. Reynolds has been one of the leading figures of the turf, maintaining one of the finest harness racing stables in the country.

Cadillac Cigar Makers Bow

DETROIT'S newest product, the Cadillac cigar, manufactured by the J. Mazer Sons Co., 3437 Goldner Avenue, will be presented to the nation's smokers on September 15th when the company inaugurates an extensive advertising and merchandising program, according to the announcement yesterday.

With the development of its new cigar, the company has appointed Brooke, Smith & French, Inc., Detroit advertising agency, as advertising counsel, it is announced by Jacob Mazer, general manager. All advertising and merchandising activities, keyed to keep pace with the company's production facilities, will be directed by Brooke, Smith & French, Inc. Present indications are that the new cigar will be unusually well received and company officials are making plans to insure adequate production facilities as the demand increases.

Jacob Mazer, who was formerly associated with the Mazer-Cressman Co., organized the J. Mazer Cigar Co. early in 1933, with his two sons, William M. and Robert N., president and vice-president, respectively.

Advertising: Its Part in Cigar Decline

By RUSSELL H. MACK
Author of "The Cigar Manufacturing Industry"

BOTH the cigar and cigarette branches of the tobacco industry have employed advertising designed to stimulate selective rather than primary demand, yet, whether by design or not, the national advertising methods of the cigarette companies have made some implicit appeal to primary demand and have thus tended to widen the market for cigarettes. . . .

No attempt will be made in this research to compare and evaluate the relative merits of cigarette and cigar advertising copy. It may be said, however, that cigar manufacturers have on the whole confined their copy to statements concerning the rather obvious qualities of color, aroma, freshness, taste, mildness, size and shape. Pictorially, advertising of these qualities is limited to the last two.

Innovations in copy have appeared from time to time but in few cases have they been consistently followed or long retained. For example, there was a movement on the part of a few companies around 1925 and 1926 to push the panetela and small perfecto, the appeal being directed towards consumers interested in a shorter, milder and cheaper smoke of the same quality as the larger styles of cigars. Again, a little later, the style factor began to be emphasized but was soon abandoned. One important large producer has, for the past several years, been conducting a campaign through tobacco trade publications designed to cultivate dealer good will by helpful and timely suggestions on cigar retailing. . . .

It appears, then, that the advertising of cigarettes has tended to create a more serious advertising problem for the cigar industry. The industry has not been in a position to meet the huge costs of the competition and this, together with the fact that such advertising as has been done leaves much to be desired, has contributed in an important degree to the instability of demand.

Recognizing the increasing seriousness of the cigarette competition and the disadvantageous position of the cigar industry with respect to advertising, leaders of the industry have on several occasions considered the possibilities of planning a nation-wide and intensive advertising campaign designed to feature cigar smoking in general. It was contended that, since co-operative advertising had been found profitable in certain other industries, there was reason to believe it would be of some assistance at least in checking the rapid decline of cigar consumption.

In this, as in many other situations, however, the cigar industry has exhibited an utter lack of ability to successfully effect the necessary co-operative organization. In 1924 a special effort was made to revive the spirit of fight in the industry. At the Twenty-sixth Annual Convention of the National Cigar Leaf Association it was planned not only to begin a campaign for raising a million and a half dollars for national co-operative advertising, but also to fight the cigarette industry with the slogan, "Be a man and smoke a cigar," and to emphasize in all individual advertising that strength and mildness of cigars be judged by the consumer according to taste rather than color.

This movement had the support of the Tobacco Merchants' Association, the Associated Cigar Manufacturers and Leaf Tobacco Dealers, and the leading trade journals. A slogan, "After all nothing satisfies like a good cigar," was finally adopted and actually used by a few manufacturers, but within a year the efforts to obtain the advertising fund were discontinued because of the apparent lack of interest on the part of manufacturers in general, and as a result the entire project was dropped. . . .

National advertising, national distribution, and mass production are mutually related. National distribution, like national advertising, in the cigar industry has developed very slowly. During the early development of the industry, neither national distribution nor national advertising was profitable because of the nature of the manufacturing process. Yet even after mass production was made possible through technological improvements, the industry was slow to attempt national distribution. In addition to the extremely high initial advertising costs, another difficulty of considerable importance was the existence of a great number of different brands, sizes and shapes of cigars. To progressive manufacturers it appeared better to make an intensive drive to secure the local market where the particular brand was known than to invade territories already intrenched with hundreds of other local brands. . . .

From the standpoint of demand one of the most serious problems confronting the industry is that of attracting and retaining a new and larger consumer clientele. The problem is a formidable one and in any event cannot be solved immediately. The nature of the handicaps under which the industry labors have already been outlined above.

Advertising technique in the future must be vastly improved, the possibilities of which cannot be probed, although it is believed that a thorough survey in this direction should be made. It may be ventured, however, that in the view of the results of a limited number of past investigations, cigar advertising copy which devotes less attention to price, volume of sales, and to some of the more obviously overworked themes, and places the major emphasis on quality, upon history and background of cigar smoking, and upon the nature of the pleasure and satisfaction to be derived from the product, will be the advertising most likely to benefit the industry.

This advertising may be conducted as at present by individual manufacturers or through joint efforts. Co-operative advertising efforts . . . were several times proposed for the cigar industry with a view to widening the total cigar market and to gain back and retain the proportion of the market which had been lost to cigarettes. It was observed by various cigar producers that the skillful and apparently successful advertising of a few of the large firms was obtaining results only at the expense of other competitive units of the same industry. This type of advertising had constituted a particularly heavy burden upon the few large-scale producers who were forced by competition to adopt it. Furthermore, it was seen to be quite clearly wasteful when viewed from the standpoint of the welfare of the cigar industry as a whole since the total consumption of cigars was declining from year to year and consumer demand was being transferred

(Continued on Page 17)

"It's toasted"

Shade Growers' Proposed Code

THE full text of the proposed tobacco marketing agreement of the Connecticut Valley Shade Growers Association is as follows:

1. As used in this agreement, the following words and phrases shall be defined as follows:

(a) "Association" means and includes the members of the Connecticut Valley Shade Growers Association, Incorporated, a corporation without capital stock, organized and existing under the laws of the State of Connecticut, and any growers, and/or handlers of "tobacco" who may hereafter become members of said association.

(b) "Tobacco" means and includes only shade-grown leaf tobacco grown in the Connecticut Valley and produced principally in the States of Connecticut and Massachusetts and known as U. S. type 61 under the classification of leaf tobacco adopted by the Bureau of Agricultural Economics of the United States Department of Agriculture.

(c) "Secretary" means the Secretary of Agriculture of the United States.

(d) "Act" means the Act of Congress approved May 12, 1933, and known as "The Agricultural Adjustment Act."

(e) The "Board of Directors" means and includes the members of the board of directors of the Connecticut Valley Shade Growers Association, Incorporated, elected in accordance with Article IV of the by-laws of the aforesaid association.

(f) The "Executive Committee" means and includes a committee chosen in accordance with Article VII of the by-laws of the aforementioned association.

2. All handlers of tobacco engaged in doing business in the current of interstate or foreign commerce shall be permitted to become members of the association on an equal basis with existing members.

3. All tobacco shall be graded and sold in accordance with standard grades which have been or which may hereafter be established by the United States Department of Agriculture.

4. The handlers who are members of the association shall purchase and/or handle all tobacco produced in the year 1933 by any member growers not engaged in the business of handling tobacco. All such tobacco purchased by said member handlers shall be purchased by grades at not less than the minimum price which shall be established for each grade in a schedule to be drawn in the manner hereinafter provided in paragraph 8 and attached hereto as a part hereof.

5. The minimum prices at which each grade of tobacco grown in 1934 (or in any year thereafter in which this agreement shall be in effect) may be purchased from any member grower not engaged in the handling thereof shall not be less than the minimum prices which shall be established for such grades in the schedule to be drawn in the manner hereinafter provided in paragraph 8 and attached hereto as a part hereof.

6. The minimum prices at which each grade of the tobacco of the 1932 crop, the 1933 crop, the 1934 crop, together with the tobacco crop of any other year during which this agreement shall be in force, and the grades of previous crops of tobacco now on hand, shall be sold by handlers who are members of this association, shall not be less than the minimum prices which shall be established for such grades in a schedule to be drawn in the manner hereinafter provided in paragraph 8 and attached hereto as a part hereof.

7. No schedule of prices shall become effective except upon the written approval of the secretary, and upon such date or dates as he may in his discretion determine.

8. The buying and selling prices to be set forth in the schedules provided in paragraphs 4, 5 and 6 hereof shall be such as may be agreed upon in meeting among the secretary, the Executive Committee of the association, and such other parties engaged in the growing, handling or processing of tobacco as the secretary may in his discretion designate. Such meeting or meetings shall be held as soon as practicable after the agents of the Bureau of Agricultural Economics of the United States Department of Agriculture shall have graded into United States standard grades the tobacco with reference to which a schedule is to be established.

9. The trade practice rules set forth in an exhibit attached hereto, or as amended, shall be binding on all the members of the association as to all matters therein required on their part to be performed.

10. Price schedules and trade practice rules shall be subject to change or amendment only by agreement among the secretary, the Executive Committee of the association and such other parties engaged in the growing, handling or processing of tobacco as the secretary may in his discretion designate. Any changes in price schedules or trade practices shall be effective only upon the written approval of the secretary, and upon such date or dates as the secretary may in his discretion determine.

11. The association shall adopt and promulgate such by-laws, rules and regulations as may be necessary for the efficient supervision of the conduct of the trade by its members and their adherence to the trade practice rules set forth in Exhibit D; PROVIDED, however, that such rules, regulations and by-laws shall meet with the approval of the secretary; and PROVIDED FURTHER that no by law or rules or regulation promulgated under this authority shall be construed in derogation of the right of the secretary to undertake at any time such examination or investigation as he may deem advisable, or the right of any member of the association to be heard when such right of hearing is granted under the act or otherwise by law.

12. On or about December 1 of the year 1933, or of such succeeding year or years as this contract may be in force, representatives of the association shall meet with the secretary and with representatives of such growers, handlers and processors as may be engaged in the growing, handling or processing of tobacco for the purpose of discussing conditions with reference to the production and marketing of such tobacco in the following year. On or before the second day of the January following such meeting, the secretary shall announce the total acreage which he deems advisable to be produced in the following crop year.

13. If, after the meeting provided in paragraph 12 hereof, the secretary shall undertake to initiate an acreage control program for tobacco whereby each grower thereof shall be limited in the following crop

IT TAKES
HEALTHY NERVES
TO FLY THE MAIL
AT NIGHT

● ABOVE—A. M. WILKINS, air-mail pilot for Transcontinental and Western Air, Inc., has flown the night air mail over 150,000 miles. It takes healthy nerves to hang up a record like that!

● RIGHT—AT THE END of his night run A. M. Wilkins joins a fellow pilot, W. Niedernhofer, at Newark Airport, the Eastern Terminal of TWA, for a chat and a smoke. "Camels never ruffle or jangle my nerves," Wilkins says.

● EVER NOTICE HOW airplane passengers smoke at each stop? Camels never get on your nerves, no matter how many you smoke, and there's more real enjoyment in their costlier tobaccos.

IT IS MORE FUN TO KNOW
Camels are made from finer, MORE EXPENSIVE tobaccos than any other popular brand. They are milder, richer in flavor. They never tire your taste or get on your nerves.

STEADY SMOKERS TURN TO CAMELS

A. M. WILKINS, air-mail ace, says: "It's a steady grind, all right, living up to our tradition that *the mail must go through!* That's why I smoke Camels. And I smoke plenty! Camels never ruffle or jangle my nerves, and I like their mild, rich flavor."

* * *

Steady smokers turn to Camels because the costlier tobaccos in Camels never get on the nerves ...never tire the taste. *Your* taste and *your* nerves will confirm this. Start smoking Camels today!

Copyright, 1933, R. J. Reynolds Tobacco Company

Camel's Costlier Tobaccos
NEVER GET ON YOUR NERVES
NEVER TIRE YOUR TASTE

year to the production of a specified amount to be grown by him on a specified acreage, then the association shall in the corresponding marketing year receive and handle for market for any member grower only the amount of tobacco which each grower is permitted to produce in accordance with said allotment plan.

14. If the secretary does not initiate an allotment plan as provided in paragraph 13 hereof, the members of the association shall undertake to handle for market an amount of tobacco which shall not be greater than the amount which could normally be produced on the tobacco acreage recommended for cultivation by the secretary as set forth in paragraph 12 hereof. The members of the association reserve the right, however, to receive such tobacco only from growers who produced tobacco in the preceding crop year and to allocate the total amount to be received among handlers in accordance with the terms of an allotment plan which shall be submitted by the association and which shall meet with the approval of the secretary.

15. Each member of the association shall, as and to the extent required by the secretary, maintain a system of accounting and auditing which shall be satisfactory to the secretary, and his respective books and records shall be subject to the secretary's examination during the usual hours of business. From time to time he shall furnish to the secretary on and in accordance with forms to be supplied by the Department of Agriculture such information as the secretary may request.

16. Each member of the association shall have his accounts audited quarterly by a firm of certified public accountants. A copy of such audit shall be furnished to the Secretary of Agriculture and the assistant secretary of the association.

17. It shall be the duty of each member of the association, and each member hereby agrees to report to the assistant secretary of the association his total sales of tobacco in the year 1932, and thereafter his total sales for each calendar month of 1933 to the effective date of this agreement.

18. The information received by the assistant secretary of the association pursuant to paragraphs 16 and 17 hereof shall be available only to the Secretary of Agriculture, except that if the assistant secretary, upon inspection of the reports submitted to him, shall find therein evidence that any member of the association is violating the terms and conditions of this agreement, he shall so notify the Executive Committee. It shall thereupon be the duty of the Executive Committee to take such action as may be required by the by-laws of the association.

19. Each member of the association shall file with the assistant secretary of the association semi-monthly reports which shall state the number of persons employed by such member, the wage rates (hourly, daily or weekly, as the case may be), the hours of labor, and all other information concerning hours and terms and conditions of labor, as the secretary or the Executive Committee may require.

20. This agreement shall become effective at such time as the secretary may determine and shall continue in force until the last day of the calendar month following the aforesaid date and thereafter from month to month except that,

(a) This agreement may be terminated at any time by the secretary upon written notice deposited in the registered mail addressed to the association, at least fifteen days prior to the date of termination. This agreement shall also be terminated upon the request in writing of 75 per cent. or more of the members of the association, representing 75 per cent. or more of the total amount of tobacco handled by members of the association.

(b) This agreement shall terminate whenever Title I of the act shall cease to be in effect, or whenever the President or Congress shall terminate those provisions of the act which authorize this agreement.

Proposed Trade Practice Rules

1. For the purpose of establishing uniformity of grades, all members of the association agree to conform to the following rules:

(a) A duly authorized representative of the United States Department of Agriculture shall certify the grade of each bale or other package of "tobacco," and a copy of the certificate shall be stamped or stenciled on the bale or other package. Each bale shall be sealed in conformance with such regulations as may be prescribed by the "secretary."

(b) No "tobacco" shall be sold or offered for sale prior to being packed in final form and the issuance of a grade certificate thereon.

(c) In the event of a dispute concerning the grading of any bale, members of the association agree to submit said dispute to an arbitrator or arbitrators appointed by the Chief of the Bureau of Agricultural Economics, and the decision of such arbitrator, in conformity with the regulations of the secretary governing the inspection, grading and certification of tobacco, shall be final and binding.

2. For the purpose of establishing uniform fair trade practices in the sale of tobacco, the members of the association agree that all sales of tobacco shall be made in conformance with the following rules:

(a) Each bale of tobacco sold shall be weighed and invoiced within forty-eight hours after the date of sale, and within said period of time, the buyer shall be accorded an opportunity to inspect the bale. After the bale is invoiced, the tobacco shall be immediately segregated and set apart as the buyer's property.

(b) All tobacco shall be weighed by a licensed United States sampler and weigher, and the charges therefor paid by the seller. If the tobacco is resampled at the buyer's request, the sampling shall be done by a United States sampler and weigher and the buyer shall pay any charges so incurred.

(c) The maximum matting and paper tare allowance on each bale shall be four and one-half pounds.

(d) All tobacco in transit shall be insured only at the buyer's request and such insurance shall be paid for by buyer. All sales shall be made f. o. b. shipping point, with truck shipments f. o. b. warehouse.

(e) The buyer of each bale is entitled gratis to the sample of not more than two hands upon which the bale was purchased. All other samples drawn from the bales before the tobacco is invoiced must be paid for by the buyer.

(f) All tobacco shall be sold on uniform terms of not more than 3 per cent. discount for cash within thirty days of invoice, or trade acceptance not to exceed six months, less one-half of 1 per cent. for each month less than six.

(g) The seller shall furnish for not more than six months after date of invoice free storage in his warehouses, and insurance, fire and sprinkler, under his general cover policies for not more than invoice values. The buyer shall receive no rebate for unexpired storage or insurance charges.

When you happen across a friend

and he offers you a pipe-load of tobacco, he doesn't make any speeches about it . . . He just says "It's made for pipes . . . and folks seem to like Granger."

A sensible package
10 cents

Granger Rough Cut

—the tobacco that's MADE FOR PIPES

© 1933, Liggett & Myers Tobacco Co.

Corona Exhibit Outstanding Feature

THE splendid exhibit of Corona and other brands of the Henry Clay & Bock Company, featured in the Yahn & McDonnell retail store in the Widener Building last week, was characteried by Paul L. Brogan, vice-president of Yahn & McDonnell Cigars, distributors of the brand in this territory, as the foremost step in cigar merchandising that has been taken in the cigar industry for many years, and this exhibit has done more to arouse the interest of the consumer in high-grade cigars than anything that has been done along those lines in a long time.

Smokers throughout this territory were apprised of this exhibit by personal invitations through the mails, and a splendid response to these invitations was recorded.

The exhibit, which comprised more than sixty sizes of the famous La Corona, Bock, Villar y Villar, Cabanas, Vincidoras and other brands of the Henry Clay & Bock Company, was in charge of James Heaney, who explained to visitors the many fine points in the workmanship and quality of these brands, and again aroused an interest in the minds of the old-time smokers of these brands in the finer sizes, which will undoubtedly result in a substantial increase in the sales of this type of merchandise in future months.

An official of one of Philadelphia's radio stations was so impressed with this exhibit that he voluntarily devoted a part of one of the evening's programs to a description of the exhibit, which is exceedingly unusual, to say the least.

The Corona exhibit was moved from here to Washington, and will make a circuit of the entire country to the Pacific coast before the end of the year.

Dealers Boost Stogies

W. A. Copple, Eastern representative for M. Marsh & Son, Inc., Wheeling, W. Va., is wearing a broad smile these days as a result of the success attained in one year on a new line and in a new territory. He very generously attributes this success to the fine co-operation of the distributors and dealers throughout his territory and to the fine promotional work of Frank C. Flanigan in the Philadelphia territory.

Philadelphia was never a market for "stogies," but today you can purchase a Marsh shade-wrapped Pioneer at almost any cigar case.

Trade Notes

Otto Schneider, representing the Bering factory in Tampa, was a visitor in town last week. The Bering enjoys a steady demand here.

All brands distributed by John Wagner & Sons, 233 Dock Street, are being produced under the NRA banner. The Don Sebastian, manufactured in Tampa, was the first of their brands to be reported as coming under the NRA blanket code.

Ben Newman, who covers this territory in the interest of Masons's Peaks and Black Crows, dropped into Geo. Zifferblatt & Co. headquarters on Wednesday to visit with his old friend, Jack Anker, Habanello sales manager. Ben said the candy business is good.

Barton Lemlein and Joe Banker, of M. Sacks & Co., New York City manufacturers, were visitors in Philadelphia last week, en route to Baltimore and Washington. Reports received from them since that time indicate that they had a very successful trip.

The entire Monticello line of John Wagner & Sons, including cigars, smoking tobacco and cigarettes, is showing exceptional activity wherever it has been placed. Wagner Flares, retailing at ten cents, are also meeting with an exceptionally good demand.

Geo. Zifferblatt & Co., South Third Street, manufacturers of the Habanello cigar, has aided Earl Kiefner and William Clofine to their sales force to cover Northern New Jersey territory, and Frank Wagner and Robert Erbig to their Philadelphia sales organization. Sales of Habanello cigars are showing a nice increase, which they attribute to the NRA movement.

Other visitors last week were Abe Caro, of the Optimo factory; Steve Hertz, of D. Emil Klein Company, Haddon Hall; Julius Annis, of Gradiaz Annis & Co., Tampa; Don Julian and A. Gutierrez, of the Carlton factory. All these brands are distributed here by Yahn & McDonnell with good success.

The Tobacco World

BAYUK BULLETIN

VOLUME I — SEPTEMBER 15, 1933 — NUMBER 19

PHULOFAX
(The Retailer's Friend)
SAYS

It is a restaurant with about 40 outlets . . choice spot to get in your featured cigar brand . . the nine salesmen of the jobbing house all took a crack at selling . . eight failed . . the ninth one sold — Why? Let his Boss tell the reason: "Mason (that's his real name) stuck to the ship and, by persistent contacting of this account, sold them." Good boy, Mason!

—o—

R. B. L. writes in — "I don't sell clocks but a good clock in a cigar retailer's window draws Mr. Passerby's eyes to the window and a chance, therefore, to see that which is displayed in the window." Good idea, R. B. L., but tip your friends off to see that clock keeps correct time.

—o—

When there's a convention in your town, why not a nice neat card in your window, "Welcome! Soandso, Have a Good Time." The least your progressiveness will indicate is commendable civic pride and you'd be surprised how visitors warm up to a hospitable spirit.

—o—

He knows how to build good-will . . listen how this salesman does it— "——— ——— is one of my best customers . . he had to go to the hospital for three weeks . . twice a week I called his nurse and just said that I wanted to wish my good customer speedy recovery. He remembered me when he got out of the hospital."

—o—

Lots of selling stunts flowing in to Phil. Here's one from O. A. C.— "One of my accounts has the hobby of collecting stamps . . heard of a rare one for sale cheap. Told him about it . . he sure was appreciative of my interest in him and showed it by giving me a greater share of his business." Simple little things, certainly, but go to prove that successful selling is something more than quoting prices. Service is just as essential if not more so than prices.

—o—

When one of your salesmen, Mr. Jobber, does not make the showing you expected from him, do you invite him to lay his problems before you . . discuss them thoroughly and suggest to him how better to tackle them? Make your salesmen's problems your problems.

—o—

Another Record Smashed!

Remember what was recently said about a record week on cigar sales in this column? Remember? 151,750 cigars by Unger, the factory man, and Dooley, the jobber's man?

Well, week ending August 12th, P. T. MORRIS sold 159,250 cigars to dealers . . well-known brand to be sure, but almost a hundred and sixty thousand is still a heluva lot of cigars. Condolences to Unger and Dooley! Congratulations to the new champion, P. T. MORRIS!

Phil M. Phulofax*
D. B. I.

*Associated with BAYUK CIGARS, INC., Philadelphia — Makers of fine cigars since 1897

TEAM WORK WORKS IN "NEW ACCOUNT" DRIVE

Jobber Gains 32 Customers in One Day

John P. Sweeney's interesting story of how to get new customers, which appeared in a recent issue of the Bayuk Bulletin, inspired a cigar jobber who has asked us not to use his name, to give the inside story of how he puts new customers on his books.

"We haven't a big sales force," writes this jobber. "You can count our salesmen on one hand and still have a thumb left. Each of these four salesmen has a definite territory and has to keep pretty busy servicing regular customers. He doesn't have much time to dig up new accounts.

"But last Saturday we secured 32 new outlets in one man's territory. We turned all four salesmen loose in one territory, calling on new prospects only. Next week we shall make the same kind of drive on territory number two.

"In four weeks we'll have canvassed all four districts, and each salesman will be able to service the new customers in his territory along with the old ones."

That strikes us as a bang up idea for any jobber or distributor who's really keen on approaching a hundred per cent distribution. And, we understand, the scheme is not patented. It's not even "pat. applied for."

BAYUK BRANDS BUILD BUSINESS

Bayuk Philadelphia Perfecto
Havana Ribbon
Mapacuba
Charles Thomson
Prince Hamlet

MOST ARGUMENTS ARE LIKE THAT

Next to dipping up water in a sieve there's no more futile endeavor than trying to argue a fanatic out of his fanaticism.

An anti-tobacco crank stopped an acquaintance on the street. "Young man," said the anti, "I'm sorry to see you smoking that cigar. Don't you know cigars will shorten your life?"

"Well, I don't know," replied his victim. "My grandfather's smoked all his life and he's ninety years old."

The joy-killer smiled grimly. "So he is. But if he had never smoked—he'd probably be a hundred by now."

A SALES BUILDER

Have you noticed the fondness of restaurateurs for that little word "special"? You hardly ever see a hotel or restaurant menu that doesn't have on it somewhere, "Special for today—corned beef and cabbage" or "Blue Platter Special—bee's knees on toast."

Often the corned beef and the bee's knees are as staple a part of the bill of fare in this particular eatery as ham and eggs. But mine host knows that by calling the attention of his guests to some individual dish he will sell more of it. Furthermore, many a patron who has dropped in for a modest ham sandwich will be tempted to treat himself to the more expensive bee's knees.

The same plan is being worked with marked success by many a bright retailer of cigars. Suppose you decide that you could use some additional demand on Usmokem Cigars. Try hand lettering a neat little card something like this: "We recommend the Usmokem Cigar. Won't you try it and tell us what you think of it?"

Simply set up this card on your case and watch the results. Naturally, you will notice an increase in Usmokem sales. But if you don't find an increase in your *total* cigar sales also—well, we'll miss our guess as badly as we did one dark night when we mistook a skunk for the family tabby and tried to pick him up.

COUNT YOUR BLESSINGS

The other fellow's field always looks the greenest. But let's take an inventory of some of the good things about the business of supplying the needs of this smoking world.

Mr. Retailer, how would you like to keep a book store, for instance? For one man or woman who buys books occasionally, how many buy tobacco daily? Cast your eye over the druggist's and the grocer's shelves. Figure up the number of different items they have to carry.

Spare a tear for the clothing merchant who must conduct a half-price sale at least twice a year to clear out seasonal goods that would otherwise be a dead loss. How would you like to be a florist with a stock in trade that wilts and withers almost overnight?

But why pile up the agony? When you sell cigars and cigarettes you are selling something people really want. A relatively few brands will cover practically every demand. Tobacco knows no seasons and the tobacconist has little worry with vogues and fads. Tobacco, kept right, preserves its condition indefinitely.

Oh, yes; the tobacconist has his troubles, but there are lots worse games than his.

GET YOUR "THREE LEGGED STOOL"?

Last month we made mention of an interesting little book, "The Three Legged Stool," by our old side-kick, Frank Trufax. And we offered to send a copy free, gratis, and for nothing to any good cigar man who would like to have one.

It seems that lots of good cigar men wanted a copy. In fact, the first edition was exhausted before we had filled half the requests, and we've had to put a second printing on the press. If you wrote for "The Three Legged Stool" and haven't received it yet, your copy is on the way now.

And since we've got a second edition—any more of you fellows want to read "The Three Legged Stool"? It's the book that called forth the following comment from a leading tobacco journal: "No cigar jobber can read this pamphlet without acquiring a clearer understanding of what one hundred per cent. distribution really means and how to achieve it."

Well, anybody interested in 100 per cent. distribution can have a copy of "The Three Legged Stool" free by dropping a card to Phulofax, care of Bayuk Cigars, Inc., Ninth Street and Columbia Avenue, Philadelphia.

NEWS FROM CONGRESS AND FEDERAL DEPARTMENTS

FROM OUR WASHINGTON BUREAU 622 ALBEE BUILDING

TAXES collected on tobacco during the fiscal year ended June 30th last, represented 46.13 per cent. of the Government's total revenue from miscellaneous levies, it is shown by figures just compiled by the Internal Revenue Bureau. Total tobacco-tax collections for the year were $402,739,059, of which $11,478,726 was from cigars, $328,418,413 from small cigarettes, $55,450,341 from chewing and smoking tobacco and $6,405,000 from snuff.

Statistics compiled by the bureau show that cigarette consumption reversed the downward trend of the preceding two years, but that the consumption of other products showed a further decline.

Withdrawals tax-paid for consumption of cigarettes during the year, it was reported, were 109,400,455,517, compared with 105,846,109,436 in 1932, which was the lowest total for any year since 1928.

Withdrawals of cigars hit a new low point at 4,494,769,833 against 5,174,805,776 the preceding year. Tobacco for chewing and smoking also hit a new low at 307,840,605 pounds against 322,356,476 pounds in 1932, and withdrawals of snuff were at the lowest point since 1921 at 35,583,332 pounds against 38,034,923 pounds.

DETERMINED to keep the recovery drive free from "rackets," General Hugh S. Johnson, Administrator for Industrial Control, has announced that no "fixers" or other intermediaries are necessary between business men and the National Recovery Administration.

"The implication that any individual or group has an 'in' with the NRA or can use 'influence' to 'fix' transactions of whatever nature is bunk," the General declared.

A simple procedure has been developed which anyone can follow in order to expedite the formulation, submission and final approval of a code. Industries may receive all the assistance they need or desire from the control division of the administration without any cost whatever.

"There is absolutely no need of any association going outside the control division for any assistance in drafting codes," it was declared. "The men available are part of the NRA, know its policies intimately and are closer to official opinion than any outside agency could be. Their services are entirely gratis and are given in the same spirit of complete co-operation which is known to actuate every person connected with the NRA."

ANNOUNCEMENT by President Roosevelt of a concrete policy with respect to tariff rates on imports competing with domestic products manufactured under code requirements is expected in the near future.

The right to dictate the tariff policy of the country has been reserved by the President, while delegating to the National Recovery Administration practically all other powers under the Industrial Recovery Act.

A tremendous number of inquiries as to the status of the tariff problem have been received by the tariff division of the recovery administration. Under the law, the President has the authority to impose an embargo, if necessary, or limit imports and place importers under license, in order to equalize conditions of production at home and abroad.

Unless the President acts under these powers, the only relief available for American producers suffering from foreign competition lies under the flexible provisions of the present tariff law, application of which is a lengthy process and under which, furthermore, no relief can be afforded manufacturers of products on the free list.

RESIGNATION of Dudley Cates August 31 as Assistant Administrator for Industry has brought to the surface the sharp controversy over labor policies long rumored to be raging in the National Recovery Administration.

Making public the reasons for his retirement from the administration, Cates declared that any effort to harmonize existing attitudes of open-shop employers with those of the American Federation of Labor are futile and that the administration should not support either side, although a definite stand should be taken to prevent widespread disorder.

Neither capital nor labor is satisfied with the administration's labor policy, it has developed. On the one hand, manufacturers' trade associations charge that undue weight is being given to the demands of organized labor for shorter working hours and higher rates of pay; on the other, the American Federation of Labor charges that the hours provided in codes are too long to pave the way for reabsorption of any great proportion of those now unemployed.

With respect to unionization, the manufacturers protest that the capacity of industry to absorb higher operating costs is definitely limited and that unless more consideration is given to the position of employers, particularly to their demand for the approval of reservations similar to the open-shop language in the automobile code, the recovery drive will fail.

Advertising: Its Part

(*Continued from page 8*)

from higher grades to cheaper grades of cigars. Advertising was aiding in the elimination of the small firm, and was not permitting survival upon the basis of real quality or price competition. Large as well as small producers appeared at first to be vitally interested in the possibilities of joint advertising as a means of extending benefits of a widening market to all.

But, as we have seen, these co-operative efforts were fruitless. Sufficient funds could not be collected to continue the projects, jealousy and mistrust developed, which, in combination with the characteristic inertia of so many producers in the industry, led to their early abandonment. Now that a half dozen or so of the large-scale producers have attained such a position of dominance in the industry, it seems highly improbable that they can be interested in any well-conceived plan for joint action in the interests of the entire industry. But it is just for this reason that the great majority of the smaller producing units should be zealously concerned in any project of common interest designed to salvage and save the remaining vestiges of the industry for themselves. . . .

It may be that, upon a thorough survey of the situation, the costs of co-operative advertising will be found to outweigh the benefits to be derived even among these small-scale independent producers. But in view of the similarities between the situation in the cigar industry and that in several other industries in which co-operation has been successful, any possibilities or opportunities in this direction should be fully investigated.

Furthermore, the co-operative movement on the part of the small-scale independent producers need not, and of course should not, be limited to the function of co-operative advertising. While it would be impossible for such a group to proceed as far and as effectively as if the co-operating group included the larger corporations as well, a number of important, trade association activities might profitably be undertaken, such as developing methods of standard accounting and cost practices, collecting and distributing statistics on business transacted, promoting the reduction and standardization of brands and styles of cigars, co-operation in the study and solution of the problems of production, marketing and employment, and the development of measures for reducing seasonal fluctuations in the operation of the industry.

Editorial Note. The foregoing is composed of paragraphs from the just published book, "The Cigar Manufacturing Industry," by Russell H. Mack, Assistant Professor of Economics at Temple University, Philadelphia. The volume is a clear and authoritative study of the industry, and represents a vast amount of research, particularly as relates to the causes of the decline in cigar production and consumption. An outline of the comprehensive contents of the book, given in the advertisement on the back cover of this issue of THE TOBACCO WORLD, *will indicate its value to every cigar manufacturer and to every advertising agency handling a tobacco account. Orders for the book, which was published by the University of Pennsylvania Press, are being accepted by* THE TOBACCO WORLD *and will be filled as long as the limited edition lasts. The price is $2.50.*

TOBACCO TRADE ORGANIZATIONS

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Headquarters, 341 Madison Ave., New York City	

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Established 1886

"BEST OF THE BEST"

OPTIMO CIGARS — VERY MILD — VERY MILD

Manufactured by **A. SANTAELLA & CO.**

Office, 1181 Broadway, New York City

FACTORIES: Tampa and Key West, Florida

OUR HIGH-GRADE NON-EVAPORATING

CIGAR FLAVORS

Make tobacco mellow and smooth in character and impart a most palatable flavor

FLAVORS FOR SMOKING and CHEWING TOBACCO

Write for List of Flavors for Special Brands

BETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS

FRIES & BRO., 92 Reade Street, New York

Classified Column

The rate for this column is three cents (3c.) a word, with a minimum charge of seventy-five cents (75c.) payable strictly in advance.

POSITION WANTED

CIGAR FACTORY SUPERINTENDENT. MORE THAN 20 Years' Experience With One of the Largest Manufacturers. Hand work or automatic machines. Address Box 560, care of "The Tobacco World."

FOR RENT

OFFICE AND FLOORS FOR CIGAR MANUFACTURING OR STORAGE—No parking restrictions; good location; low rent; freight elevator and loading platform. Will divide. Metals Coating Company of America, 495 North Third Street, Philadelphia.

HAVANA CIGARS

BEER WITHOUT CIGARS, IS LIKE KISSING WITHOUT LOVE—Adopt as your slogan, "Kiss your beer, but love your cigars." Specially those Havana blended, "Good to the last Puff," manufactured by A. Ramirez & Co., Post Office Box 1168, Tampa, Fla. Write them for particulars today.

POSITION WANTED

Newspaper and magazine advertising executive, thoroughly experienced, formerly with local newspapers and agencies, and also advertising manager. Position with firm desiring an advertising man, salesman or assistant to manager. Knows marketing, merchandising and distribution. Salary not as important as opportunity to demonstrate actual worth and ability. References the highest. Address, F. H. Riordan, 5915 Webster Street, Philadelphia, Pa.

Tobacco Merchants' Association Registration Bureau, 341 Madison Ave. NEW YORK CITY

Schedule of Rates for Trade-Mark Services Effective April 1, 1916.

Registration,	(see Note A),	$5.00
Search,	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATION

L. C. & SON'S BLEND:—46,237. For all tobacco products. July 31, 1933. K. W. Lum, San Francisco, Calif.

TRANSFERS

BLYSTONE:—20,692 (Tobacco World). For cigars and cigarettes. Registered August 19, 1910, by F. M. Howell & Co., Elmira, N. Y. Through mesne transfers acquired by the Belvedere Tobacco Co., York, Pa., and re-transferred to Reichard & Kinard, Wrightsville, Pa., August 17, 1933.

BON TON:—(Legal Protective Association). For cigars. Registered 1884 by Lichtenstein Bros., New York, N. Y. Transferred by General Cigar Co., New York, N. Y., successors to the registrants, to Consolidated Litho. Corp., Brooklyn, N. Y., and re-transferred to Federal Cigar Co., Inc., Red Lion, Pa., August 21, 1933.

SAMUEL ELKELES DEAD.

Samuel Elkeles, widely known cigar box manufacturer, and president of the S. Elkeles Cigar Box Co., 82d Street and West End Avenue, New York City, passed away on Wednesday morning in his seventy-seventh year. He had been actively engaged in the cigar box manufacturing business for more than fifty years. For the past two years he had been suffering from ill health and his passing was not unexpected.

He is survived by one son, Percy. Services were held on Friday, September 15th, at 1 P. M., in the Riverside Memorial Chapel, 76th Street and Amsterdam Avenue.

"What a welcome visitor THE TOBACCO WORLD must be to wholesalers and retailers!

"If they are only half as interested in reading it as we ourselves are, we're glad our ad is in it regularly"—

says an advertiser.

OCTOBER 1, 1933

VOLUME 53 — No. 19

LIBRARY RECEIVED OCT 3 - 1933 Department of Agriculture

THE TOBACCO WORLD

COMMON SENSE

The importance of attractive and dependable containers for fine cigars is recognized by the progressive cigar manufacturer.

Generally the brands that are increasing their goodwill in this present analytical market are packed in the *new improved AUTOKRAFT cigar boxes.*

Cigar Manufacturers who have not investigated the value of the merits and economies of the splendid and inviting package may obtain complete details promptly by addressing the AUTOKRAFT BOX CORPORATION.

Phila., Pa.
Hanover, Pa.
Cincinnati, Ohio

AUTOKRAFT BOX CORPORATION
LIMA OHIO
A Nation Wide Service

York, Pa.
Chicago, Ill.
Detroit, Mich.
Wheeling, W. Va.

PUBLISHED ON THE 1ST AND 15TH OF EACH MONTH AT 236 CHESTNUT ST., PHILA., PA.

After all nothing satisfies like a good cigar

WOODEN BOXES

Are the Only Natural Humidor for Cigars.

Pack your cigars in wooden boxes and preserve their delicate aroma, mellowness and flavor right up to the time they are passed over the counter to the customer.

Discriminating cigar smokers prefer to select their favorite brand from a wooden box—and it's good business to cater to the dealer and consumer by packing your cigars in wooden boxes.

WHEN BUYING CIGARS
Remember that Regardless of Price
THE BEST CIGARS
ARE PACKED IN
WOODEN BOXES

THE TOBACCO WORLD

Vol. 53 OCTOBER 1. 1933 No. 19

The TOBACCO WORLD has signed the President's agreement and is operating under the NRA Code, gladly and wholeheartedly co-operating to the fullest extent in the Administration's effort to promote industrial recovery.

▲

THE increased costs all along the line as a result of the NRA, coupled with the new Processing Tax on all tobacco products, effective October 1st, has everybody wondering how long prices to the ultimate consumer can remain at their present levels, and whether a consumers' buying strike may not be precipitated when the price increase does come.

A great deal of tact and patience may have to be practiced by the retailers, when that time comes, as come it must. We know from our own experience that every time we are confronted with an increase in the prices we have been accustomd to pay for merchandise and service during the past few tough years, a feeling of antagonism is immediately aroused, but if we have the patience to listen to the story of the salesman (provided it is a real salesman) we always must admit that price increases are to be expected if we ever expect to see those so-called good old normal times return. And so the cigar retailer must be ready with a sound reason for advances in prices if he is to retain his business, and he should prepare himself by becoming familiar with the workings of the NRA and the Processing Tax, which we are afraid has not been done in many cases. We still run across many men who do not seem to know what it is all about, what it is hoped to accomplish and how it is to be done.

Every business man is perfectly justified in passing on to the ultimate consumer any actual increases in his costs of manufacture, distribution or sale, but there would seem to be very little excuse for immediate increases of 100 per cent. or even 50 per cent., unless he has been paying shamefully low prices for labor and materials prior to the inauguration of the NRA, or the more recent PRA.

This recovery program cannot become effective over night, and it should, and must, have the wholehearted co-operation of industry and labor, and last, but by no means least, the consumer. It is no one-sided affair, and the theory of the whole recovery program is the product of much hard work and heavy thinking by the present, as well as previous, administration. Undoubtedly it will work, and it is generally agreed by the sane and sober thinkers of the country that it must work.

Just as attempts are being made to stabilize retail prices here, along comes the Processing Tax and everything is "in the air" again. The Schulte and United Chains are doing their bit to re-establish profitable retail cigar prices by advancing the so-called ten-cent cigars to ten cents for one, or three for a quarter, instead of the old four-for-thirty price. Other classes of cigars are advanced in proportion, and it is now up to the independent merchant to prove how badly he wants the old prices re-established by following in line.

The effort of the jobbers to raise the cigarette prices to at least a point where the small retailer can obtain a small margin of profit over his cost price, has not produced results enough to hold a parade in celebration of its success, and there is much hard work yet to be done to get all the "cutters" in line.

However, there is unquestionably a much more cheerful outlook for the cigar and tobacco business now than there has been for a long time.

Cigar production continued to show a small, but encouraging, increase in August, which is the fourth consecutive month to record an increase, and while some may argue that the increase was due to dealers stocking up in anticipation of a price increase, nevertheless, it is a business stimulant which is bound to have a good effect.

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IT SEEMED peculiar for the Farm Administrator, George Peek, to deny recently that the administration was going to interfere with advertising, writes Paul Mallon in the *Philadelphia Public Ledger*.

No one had accused him of trying to interfere. No explanation was offered in the denial. It sounded as if he was having a pipe dream. He was not. He had good reason to be alarmed. Here is the story:

The tobacco manufacturers were holding a conference one day with a gentleman named Mordecai Ezekiel. He is the Assistant Agricultural Secretary under Wallace. Those present thought they heard Ezekiel lecture them about their advertising appropriations. They felt sure he said these appropriations would have to be cut.

That sounded to them as though the Government was trying to run their business. They ran from the conference to their advertising agents and asked, "How about this?"

The result was a roarback that stretched from coast to coast. It deafened Mr. Peek, Mr. Ezekiel, Mr. Wallace and Prof. Tugwell.

Mr. Ezekiel calmed the uproar somewhat by denying he had ever said anything like that. He asserted he had been misunderstood.

That was not enough. Although the story had not leaked out, Mr. Peek decided to deny it, so that if any one heard it it would not be believed.

All was quiet again on the Potomac.

The TOBACCO WORLD (established 1881) is published by Tobacco World Corporation; Hobart B. Hankins, President and Treasurer; Gerald B. Hankins, Secretary. Office, 236 Chestnut Street, Philadelphia, Pa. Issued on the 1st and 15th of each month. Subscriptions, available only to those engaged in the tobacco industry, $2.00 a year, 20 cents a copy; foreign, $3.50 a year. Entered as second-class mail matter, December 22, 1909, at the Post Office, Philadelphia, Pa., under the Act of March 3, 1879.

Bayuk Pleads Retailer's Cause to Public in Altruistic Paid Advertisement

WHEN you buy a newspaper—a bottle of beer—a tankful of gasoline—you neither ask for nor expect a cut price from the dealer.

But what about cigars? Do you look for—and expect—a dealer to cut his price on the cigar you smoke? If so—we ask you to consider these facts.

Within recent months—the living conditions of two great groups in the cigar industry have been improved. The tobacco farmers—who are being cared for through the Processing Tax. The employees of cigar manufacturers—who are getting higher wages and working less hours.

There is still another great group that can't be overlooked—the retail tobacco dealers.

The price your dealer asks for a cigar is a fair price—and represents a living income to the farmer—to the cigar plant employee—to the dealer himself . . three important links in the chain of service to you.

When you ask the dealer to cut this price—you are asking him to cut his own salary. You are asking him to give you the profit he must rely upon to support his business and his family.

Is it right . . is it just . . for any smoker to expect and to accept this sacrifice?

Bayuk and other cigar manufacturers—with the cooperation of retail dealers—are today giving you greater cigar-value than ever in history.

Bayuk believes the cigar smokers of America will recognize the retail dealer's right to a fair profit. We ask your support in freeing the dealers from this price-cutting evil.

The question of price-cutting is like the weather in the respect that everybody discusses it but nobody does anything about it. With characteristic altruism, Bayuk Cigars, Inc., fast gaining recognition as the spokesman to the public for the cigar industry, published the above advertisement on the subject in newspapers reaching a circulation of approximately 20,000,000 people.

Calling the copy to the attention of THE TOBACCO WORLD, *Neal D. Ivey, of McKee & Albright, Philadelphia advertising agency, said:*

"In line with their policy to do as much as they can to improve not only their own business, but that of the cigar industry in general, Bayuk executives thought that this was the proper time for the retailer to have his condition set squarely before the cigar smokers.

"The cigar industry cannot be successful, as you know, unless all the factors making up the industry have an opportunity to make a fair profit.

"So far as we know, this is the first expenditure on the part of any manufacturer to further the interests of another factor in the industry."

Urges Endorsement of Retail Price Control

WILLIAM A. HOLLINGSWORTH, president of the Retail Tobacco Dealers of America, Inc., is urging tobacco retailers throughout the country to telegraph endorsements of the price control features of the retail codes to the authorities in Washington. He is bidding them remember, however, to make clear that they are not acting as parties to the controversy now being waged around other codes, and that they do not necessarily regard the wholesale cost plus 10 per cent. as adequate for the tobacco industry.

He offers the following as the rough draft of a possible form of telegram to be addressed to President Roosevelt, General Hugh Johnson; and A. D. Whiteside, of the Department of Commerce:

"While my business is not directly affected by the proposed Retail Code or Drug Code, I wish to express my emphatic endorsement of the principle of whole or partial cost recovery embodied in these Codes.

"There is no logical reason why the retail trade should not be entitled to cost recovery, a principle which is recognized and guaranteed under many of the codes of other industries already approved. The stop loss provision of wholesale cost plus 10 per cent. is little enough protection for the retailer. Indeed, I favor wherever feasible a provision for complete cost recovery including overhead, and assume that the only reason it is not incorporated in these retail codes as in the case of other branches of industry is because satisfactory machinery for full cost recovery cannot be constructed in the particular retail trades affected by these codes."

Tobacco Salesmen's Association

THE executive board of the National Board of Tobacco Salesmen's Associations met at the Hotel New Yorker on September 29th to discuss the requests to form additional branches. There were present: President Albert Freeman and Jonas J. Ollendorf of the New York Branch; Secretary Jack A. Martin, I. A. Bergman, Bertram Silberstein and Abe Brown of the Newark Branch, and Vice-President Irwin Moss, Elmer Brinley and John J. McCormack, of the Trenton Branch.

A nationwide membership campaign was inaugurated to add members to the present branches, rehabilitate dormant and create new branches. Salesmen are requested to communicate with Secretary Jack A. Martin, 955 Broad Street, Newark, N. J., declaring their intention of joining a Tobacco Salesmen's Association. Those men are eligible who sell tobacco products in any form or who sell allied products such as pipes, smokers' articles or smokers' novelties. As soon as enough salesmen from a given territory have enrolled with the National Board of Tobacco Salesmen's Associations a branch will be formed.

Abe Brown will journey to Baltimore the middle of October to assist Abe Blumber in rehabilitating the Baltimore Branch. Albert Freeman will assist in the formation of a Pittsburgh T. S. A. and J. J. Ollendorf will function likewise in Baltimore. Charles Ruby and Joe Loeser are looked to for the formation of a T. S. A. branch in Chicago while young Sam Greenwald will ditto in Philadelphia.

American Sumatra Tobacco

American Sumatra Tobacco and subsidiaries report for the fiscal year ended July 31 profit of $8,841 after expenses, taxes, etc. A refund of $14,062 received during the year for the prior year's Federal and state taxes was credited to earned surplus account. Certification by independent auditors contained the note:

"Subject to the fact that full amount of annual charge for depreciation, etc., amounting to $95,225, has not been provided from earnings; part of the charge amounting to $31,853 having been made to capital surplus, a procedure which has been followed by the company since the appraisal of its properties. For the fiscal year ended July 31, 1932, loss was $361,660.

Tobacco Strain Improved

The Connecticut Agricultural Experiment Station announced on Wednesday that its scientists had been able to produce 2000 to 2200 pounds of tobacco to the acre. In Connecticut the average yield of Havana tobacco has been 1400 to 1500 pounds to the acre. The new strain, it was announced has been tested for a year. Dr. Paul J. Anderson, who is in charge of the experiment station, said that the improved strain is equally as good as any other of Havana seed and that it has no leaf characteristics by which the dealer can distinguish it from the commonly grown strain.

The New York Stock Exchange has stricken from the list, Drug, Inc., capital stock of $10 par value.

Color Sails Help Lucky Sales

STYLES for women. Styles for men. Styles in furniture and styles in automobiles. And now—styles in sails for small pleasure craft. The new styles in sails calls for color, lots of it, as is demonstrated in the display for Lucky Strike cigarettes now being shown in windows of stores selling cigarettes throughout the United States. The display is built around a small boat with an orange-red sail contrasting vividly with the hues of the painted ocean over which the boat is skimming. While colored sails have been popular abroad for a number of years, especially upon the Mediterranean and in Brittany, their use, according to authorities, has only recently become prevalent on small sailboats in this country. Now, however, they are appearing in almost every solid color imaginable as well as in many ingenious color combinations.

Bayuk Beats Buick

Vice-Chancellor John H. Backes' injunction restraining George Fine, Hoboken tobacco distributor, from using the word "Philadelphia" in the trade name for his cigars was upheld Wednesday by the Court of Errors and Appeals at Trenton, N. J.

Bayuk Cigars, Inc., charged Fine infringed on its trade-mark when he labeled his cigars "Buick's Philadelphia," which the concern said had a similar sound and appearance to its own trade-mark, "Bayuk Philadelphia."

Universal Leaf Reports

Universal Leaf Tobacco and subsidiaries report for the fiscal year ended June 30, as certified by independent auditors, net profit of $1,630,993, including an inventory credit adjustment of $388,873 and after providing for depreciation, Federal taxes, etc., equal after 8 per cent. preferred dividends to $7.77 a share on 145,241 no par shares of common stock in the preceding fiscal year.

Boosting Briggs Business

Yahn & McDonnell Cigars report an excellant sale on Briggs Smoking Tobacco, product of the P. Lorillard Company, with the eight-ounce and sixteen-ounce tins showing up particularly well. They also report an unusually good demand for the Corona brand, as well as other brands of the Henry Clay & Bock and Co.

Domestic Cigarette Paper

Development of a domestic cigarette paper manufacturing industry has been urged upon flue-cured tobacco buyers and Secretary Wallace, by Senator Frazier, Republican, North Dakota, as a way to aid American flax growers.

Tobacco Products Corp.

The Tobacco Products Corporation of New Jersey reports for the six months ended June 30, 1933, net income of $78,778 after interest, amortization and Federal taxes.

Price Rise? Cigars, Yes. Cigarettes, No.

(*From the Wall Street Journal.*)

A FURTHER reduction in the margin of profit on manufactured cigarettes to near the vanishing point would probably be the immediate result of imposition of a processing tax on the operations of the tobacco manufacturing companies. According to present indications, leading tobacco companies do not plan to add to their prices at once the added cost of manufacture under the processing tax and the already realized increases in cost of labor and materials under the NRA.

The tax would be effective on all floor stocks and on all tobacco in process of manufacture as well as on all the inventories held by the manufacturers.

Manufacturers asked that the processing tax on tobacco manufacture be set at 4 cents a pound on bright leaf tobacco and 2 cents a pound on burley tobacco. The lower rate on burley tobacco reflects the fact that practically all of the crop of this tobacco is consumed within the United States, and at prices affording a good return to the growers. More bright leaf tobacco is used in cigarette manufacture than burley, so that the weighted average tax on cigarettes would be more than 3 cents a pound.

"Small" cigarettes can contain up to three pounds of tobacco per thousand cigarettes, and under revenue taxes pay $3 a thousand tax. Should the tobacco content be more than three pounds per thousand, the tax increases to $7.50 per thousand cigarettes. In order to be on the safe side manufacturers keep the average weight of the popular cigarettes around two and a half pounds of tobacco per thousand cigarettes. This is tobacco after it has been stemmed and prepared for manufacture, however. Tobacco in the raw leaf state would weigh about, or slightly over three pounds per thousand cigarettes.

The additional cost on the tobacco used in cigarettes will probably be not less than 10 cents on a thousand cigarettes. All other raw materials entering into the manufacture of cigarettes have also increased in cost, so that the total increase in cost will probably amount to between 20 and 25 cents per thousand cigarettes.

Under the code adopted by the cigarette industry, the makers are permitted to raise the wholesale price of manufactured cigarettes from the present price of $5.50 a thousand to the $6 a thousand level which prevailed from January 3, 1933, to February 11 this year, plus any additional cost incurred through the operations of the NRA or the processing tax. While it is possible that prices will be raised later in the year, at the present no price rise is contemplated.

The periodic renewal of price rise rumors started "loading" or advance buying of cigarettes late in August to take advantage of the higher prices, and this heavier than normal purchasing has continued this month, with the result that production of cigarettes so far in September has run ahead of the like month last year. In September, 1932, a total of 9,310,987,817 small cigarettes were produced in the United States.

Cigarmakers have asked the administration to limit the processing tax on their types of tobacco to 2 cents a pound against a maximum possible tax of 6.1 cents a pound. While the sizes of cigars vary greatly as contrasted with the uniform size of cigarettes, cigars average about 25 pounds of tobacco per thousand. A 2 cent tax, therefore, would increase the cost of tobacco 50 cents a thousand, while other materials have also advanced in cost.

Higher prices for cigars appear more imminent than for cigarettes. There are no cigar companies as large as the leading cigarette makers, and while individually some are in a strong financial position on the whole, the industry is not as well equipped financially to stand a period of small or no profits as the cigarette makers. For this reason it is likely that cigar companies will raise their prices shortly.

United Cigar Ruling Restores $500,000 Debt

HOLDERS of more than $500,000 face value of debentures of a subsidiary of the bankrupt United Cigar Stores Company of America on Tuesday were restored their rights of sharing in the estate of the cigar concern. Under a decision handed down by Irwin Kurtz, referee in bankruptcy, a precedent of great importance was set with respect to the rights of bondholders generally, who may not have been reached by published notices. The decision is equivalent to applying a rule of reason in interpreting the duties of a trustee under a trust agreement.

The case was given a special importance by the fact that on September 11 a 20 per cent. dividend to creditors of the bankrupt had been ordered. The issue in the case centered around an application by the Irving Trust Company, as trustee in bankruptcy, to expunge some $500,000 of debentures of Cigar Stores Realty Holdings, Inc., guaranteed by United Cigar Stores Company of America, on the ground that the holders had not filed proof of claim as required by law within six months of the bankruptcy declaration. The cigar company filed its petition in bankruptcy on August 29, 1932. The Guaranty Trust Company, as trustee, under the debenture trust agreement, duly filed proof of claim comprehending the entire outstanding amount of these debentures.

This was attacked by the Irving Trust Company on the ground that the trustee under the agreement could not so act for the individual creditors. Individual proofs of claim approximating $7,500,000 had been filed. It was contended that the debentures for which no proofs of claim had been filed were held in small amounts by holders scattered in all parts of the United States, in England, France and elsewhere.

It was represented also that the first notice of trouble in the company that many of these holders may have had was when the semi-annual interest coupons were not paid on January 1, 1933, less than two months before expiration of the date for filing required proof.

A formidable array of counsel presented the opposed arguments. Referee Kurtz, after hearings, decided that the Guaranty Trust Company was charged with the duty of filing proofs covering the entire issue.

Processing Taxes Become Effective

Levies on Cigar Leaf, Flue-Cured, Maryland, Burley and Dark Air-Cured Tobacco

ANNOUNCEMENT of processing taxes on cigar-leaf, flue-cured, Maryland, Burley, fire-cured and dark air-cured tobacco, October 1, 1933, the beginning of the first marketing year, marks the first step in financing the nation-wide tobacco production adjustment program inaugurated by the Agricultural Adjustment Administration. The object of the program is to bring tobacco production in line with demand so that farmers may receive parity prices for their tobacco crops. Tobacco growers who take part in these programs will receive payments from the funds derived from the processing tax on the particular tobacco they produce. To date, production adjustment programs for cigar-leaf and flue-cured tobaccos are under way. Plans to adjust the production of Maryland, Burley, fire-cured and dark air-cured tobacco, are being worked out.

The regulations were issued by the Secretary under the authority vested in him by the Agricultural Adjustment Act. With the exception of those on cigar-leaf tobacco, the rates of tax are equal to the full difference between the current average farm prices and the fair exchange values.

The processing tax on the first domestic processing of cigar-leaf tobacco will be three cents per pound, farm sales weight. This rate is designed to prevent accumulation of surplus stocks and depression of farm prices of cigar-leaf tobacco which might result if the full tax rate, equal to the difference between the current average farm price and the fair exchange value, were levied. On processing of cigar-leaf tobacco from which the stem has not been removed the measure of the tax will be 3.75 cents per pound. On processing of cigar-leaf tobacco from which the stem has been removed the tax will be five cents per pound. These amounts, the regulations state, are in accordance "with the respective relationships determined to exist between cigar-leaf tobacco in such states and the farm sales weight of cigar-leaf tobacco." All domestic and foreign-grown kinds of tobacco, when processed into the production of cigars, cheroots, stogies and scrap chewing tobacco, are included in cigar-leaf tobacco in the regulations.

The processing tax on the first domestic processing of Maryland tobacco will be 1.7 cents per pound, farm sales weight. This rate equals the difference between the current average farm price and the fair exchange value of this tobacco. On processing Maryland tobacco from which stem has not been removed the measure of the tax will be 1.8 cents per pound. The difference between this measure of tax and the tax rate is due to loss in moisture between the farm sales weight and the processing state weight. On processing Maryland tobacco from which stem has been removed, the measure of the tax will be 2.4 cents per pound.

On the first domestic processing of Burley tobacco, the processing tax will be two cents per pound, farm sales weight, this rate being equal to the difference between the current average farm price and the fair exchange value of Burley tobacco. On processing Burley tobacco from which stem has not been removed, the measure of the tax will be 2.3 cents per pound. On processing Burley tobacco from which stem has been removed, the measure of the tax will be 3.1 cents per pound.

The processing tax on the first domestic processing of flue-cured tobacco will be 4.2 cents per pound, farm sales weight, this rate being the difference between the current average farm price and the fair exchange value of flue-cured tobacco. On processing flue-cured tobacco from which stem has not been removed, the measure of the tax will be 4.7 cents per pound. On processing flue-cured tobacco from which stem has been removed, the measure of the tax will be 6.1 cents per pound. Foreign grown tobacco other than cigar-leaf, when processed in the production of cigarettes, smoking tobacco, chewing tobacco or snuff, are included in flue-cured tobacco in the regulations.

On the first domestic processing of fire-cured tobacco, the processing tax will be 2.9 cents per pound, farm sales weight, the rate being the difference between the current average farm price and the fair exchange value of fire-cured tobacco. On processing fire-cured tobacco from which stem has not been removed, the measure of the tax will be 3.2 cents per pound. On processing fire-cured tobacco from which stem has been removed, the measure of the tax will be 4.1 cents per pound.

The processing tax on the first domestic processing of dark air-cured tobacco will be 3.3 cents per pound, farm sales weight. This rate equals the difference between the current average farm price and the fair exchange value of dark air-cured tobacco. On processing dark air-cured tobacco from which stem has not been removed, the measure of the tax will be 3.8 cents per pound. On processing dark air-cured tobacco from which stem has been removed, the measure of the tax will be 5.1 cents per pound.

The regulations define "farm sales weight" as "the weight of the tobacco in its unstemmed form, unsweated, and in the order in which it is usually delivered by the grower."

The first domestic processing of cigar-leaf tobacco is defined in the regulations as "the fabricating of the product used by the consumer." In the case of cigars, stogies, cheroots, or small cigars, it is "the fabricating of cigar-leaf tobacco into the form to which no tobacco is added and from which no tobacco is subtracted; all scrap, cuttings and clippings not left in such products shall be deemed not to have been processed." Stemming, sweating, fermenting and conditioning are not regarded as processing.

In the case of scrap chewing or smoking tobacco, "it is the preparing of any form of cigar-leaf tobacco for consumption as scrap chewing or smoking tobacco."

The following conversion factors for articles processed from cigar-leaf tobacco are established in the regulations to determine the amount of tax imposed or refunds:

For cigars, stogies, cheroots and small cigars, the conversion factor is 167. For scrap chewing or smok-

ing tobacco, the conversion factor is 110. These conversion factors fix the percentage of the per pound processing tax on cigar-leaf tobacco in a pound of the articles to which the conversion factors apply.

The regulations provide that in applying the conversion factors to compute farm weight of tobacco in cigars, stogies, cheroots or small cigars to determine the tax adjustment on floor stocks, the actual weight of 1000 cigars, stogies or cheroots shall be deemed to be 17.5 pounds, and the actual weight of 1000 small cigars shall be deemed to be 2.75 pounds. If the taxpayer so elects he may pay the floor stocks tax on the basis of what the articles actually weigh.

The first domestic processing of Maryland, Burley, flue-cured, fire-cured and dark air-cured tobacco is defined in the regulations as "the fabricating of the product to be used by the consumer. In the case of cigarettes, smoking tobacco, chewing tobacco and snuff, it is the fabricating of any one or more of the above kinds of tobacco into the articles to be consumed."

For articles made from these kinds of tobacco, the following conversion factors are established in the regulations to determine the amount of tax imposed or refunds:

For each 1000 cigarettes the conversion factor is 183 per cent. of the per pound processing tax on flue-cured tobacco. For each pound of granulated smoking tobacco, the conversion factor is 88 per cent. of the per pound processing tax on flue-cured tobacco; and for each pound of smoking tobacco other than granulated, the conversion factor is 59 per cent. of the per pound processing tax on Burley tobacco. The conversion factor for each pound of plug chewing tobacco is 45 per cent. of the per pound processing tax on Burley tobacco; and for each pound of chewing tobacco other than plug, the conversion factor is 81 per cent. of the per pound processing tax on dark air-cured tobacco. The conversion factor for each pound of snuff is 102 per cent. of the per pound processing tax on fire-cured tobacco.

In the event that anyone entitled to a refund establishes the fact that any article is processed wholly or in chief value from a kind of tobacco other than that represented by the listed conversion factor or to contain more or less of the kind of tobacco represented by the listed conversion factor, the following conversion factors for such articles shall be used:

"If processed wholly or in chief value of Maryland tobacco, 144 per cent. of the per pound processing tax on Maryland tobacco for each pound of Maryland tobacco said article is established to contain." The conversion factor for articles processed wholly or in chief value from Burley, will be 155 per cent., of the per pound processing tax on Burley tobacco for each pound of Burley tobacco the article is established to contain. On the same basis, the conversion factor for flue-cured tobacco will be 145 per cent., fire-cured tobacco, 143 per cent., and dark air-cured tobacco, 156 per cent., of the per pound processing tax on the particular kind of tobacco which the article is established to contain.

More Room for Spud and Twenty Grand

WITH an additional new seven-story plant being pushed to rapid completion and the present factories working day and night on four shifts of six hours each, the Axton-Fisher Tobacco Company presents a vivid picture of improved business conditions and a striking example of how to conquer depression.

Sales of Spud, the menthol-cooled cigarette, now the best-known product made by the company, reached a new all-time high this summer. Net earnings of the company for the first six months of 1933 are said to have quadrupled earnings for the first half of 1932, a new high record in the history of the firm, which has become one of Louisville's leading industries within the last five years.

While Spud cigarette sales continued to climb during the business debacle following the autumn of 1929, Axton-Fisher went out after more business by entering the ten-cent cigarette market in 1932 with Twenty Grand. This new Axton-Fisher product soon became one of the best selling ten-cent brands on the market, making further expansion in plant facilities necessary.

Before the close of 1932 it was apparent to company officials that another new plant would have to be added to keep up with the sales of Spud and Twenty Grand. For many months Axton-Fisher could not meet the demand for the ten-cent cigarettes and distribution was of necessity limited in many sales territories.

Meanwhile, plans had been made to build a big addition to the factory and this new seven-story building, equipped with new machinery will add 110,000 square feet of space. The new building will also permit the general offices to be expanded to cope with present requirements.

The Louisville company's experience with Spud has been one of the most amazing success stories in the tobacco industry as it was less than seven years ago when Axton-Fisher assumed control of the menthol-cooled cigarette. Colonel Axton decided that advertising would be an important factor in increasing sales and he started his first campaign.

From that April in 1928, when the first Spud advertisements began to appear, there was no doubt in Colonel Axton's mind that Spud would be a success. Sales began to increase and they have continued to follow an upward curve, even through the most disastrous business years the country has faced in a generation. During nearly all of this period of consistent growth Spud has sold at 20 cents a package. The price was reduced to 15 cents early in 1933.

Colonel Axton, who began his career as a grocery salesman, first entered the tobacco business in 1899 when one of his customers paid a $60 debt by turning over to him some tobacco preparing machinery. Colonel Axton not only owned the machinery, but the erstwhile grocery salesman also aggressively started out to sell tobacco products.

Axton-Fisher now manufactures many tobacco products in addition to Spud and Twenty Grand. Smoking and cigarette tobaccos are, Old Hill Side, Old Loyalty, Show Boat and Himyar. Chewing tobacco brands are White Mule, Booster Twist, Axton's Natural Leaf, Pride of Dixie, Eight-Hour Union, Wage Scale, etc. Clown cigarettes, which have been made by the company for many years, are old favorites throughout the entire Ohio Valley.

Higher Prices for Flue-Cured Growers

Manufacturers, Buyers and A. A. A. Reach Virtual Agreement

THE Agricultural Adjustment Administration neared its goal of obtaining higher prices for flue-cured tobacco growers when at the public hearing on a marketing agreement submitted for consideration to manufacturers and buyers, a virtual agreement was reached on the principle that higher prices must be paid for the remainder of this year's crop.

While a minimum average price of seventeen cents per pound was suggested in a substitute proposal submitted by a majority of the domestic tobacco manufacturers, officials of the Agricultural Adjustment Administration indicated that they will not commit themselves to a minimum average price without a thorough investigation of the facts involved.

In a statement made at the hearing on behalf of the Agricultural Adjustment Administration, W. G. Finn, of the Bureau of Agricultural Economics, said that "analysis of the returns obtained by tobacco growers and others in the tobacco industry indicates that there is an inequitable distribution of consumers' expenditure for tobacco products. One of the reasons for this is that although tobacco is grown by approximately 400,000 farmers, practically all of the production is purchased and manufactured by a small number of manufacturers." Through statistics, Mr. Finn revealed a tendency of profits of manufacturers of tobacco to increase while the amount of money received by growers decreased.

The hearing on the proposed marketing agreement was a continuation of the one held Thursday which was recessed to permit interested parties to discuss the proposal among themselves and with George N. Peek, Administrator, Chester C. Davis, director of production, and J. B. Hutson, chief of the Tobacco Section, Agricultural Adjustment Administration.

The tobacco interests, while recognizing the need for a price agreement, expressed opposition to the marketing agreement drafted at the instigation of the Secretary of Agriculture which was proposed for their consideration.

Clay Williams, president of the R. J. Reynolds Tobacco Company, spokesman for the majority of domestic manufacturers, stated that it was the judgment of the group which he represented that the proposed agreement "is insufficient for the purposes for which it is designed." He filed a substitute proposal which was in the form of a letter addressed to Secretary Wallace.

In the presentation of testimony, Mr. Williams admitted that the tobacco grower has not been getting enough for his product. The group which he represents, he said, was anxious to work out something which would give the grower a fair return for his tobacco.

Commenting on the processing tax imposed on tobacco, Mr. Williams said, "We welcome the Act of Congress with its provision for a processing tax." He said that this was one way of obtaining for the grower a higher price for his product.

From the tobacco manufacturers' and buyers' points of view, Mr. Williams said the proposed agreement makes no provision "to the effect that anybody shall have to buy a single pound of tobacco."

Opposition was expressed by Mr. Williams to the licensing provision which is contained in the agreement proposed by the Agricultural Adjustment Administration. "The question of Government control is involved in this contract," he said, adding that this control would limit the capacity of the tobacco companies to be helpful in relieving the present situation in the flue-cured tobacco growing industry. In addition, he said, the control features of the proposed agreement "present definite possibilities" of placing limitations on those operations of the companies which would tend to stimulate the movement of heavy tobacco supplies into consumer channels.

Opening of Southern Markets Disappointing

DISAPPOINTMENT over the prices obtained in the North Carolina markets at their reopening on Monday, following a three-weeks' holiday, ordered by the Governor of the State, caused the tobacco farmers to force a stop to sales on the Wendell market near Raleigh, N. C., and reports from other nearby markets indicated conflicting reactions by farmers to prices on those markets.

Prices on the Wendell market were unofficially estimated at $13 a hundred for the sales made before the farmers halted activities.

Reports from other markets in North Carolina and South Carolina told of heavy sales, but of no threats or disorder.

Wilson, N. C., had a record break of 3,500,000 pounds, with sales estimated at upward of 1,500,000 pounds at an average of $13. Farmers were reported as "generally satisfied," although some grumbling was noted.

Here, as in many other markets, it was reported that some of the tobacco was damaged, due to three weeks' lull in trading. Better grades of leaf at Wilson were said to have brought $4 to $6 more than the same grades did before the holiday.

At Darlington, S. C., 137,000 pounds sold for $13.22 per hundred, described as "much better" than before the markets were shut down. Pamplico, S. C., reported an average of $13.12 for 157,264 pounds. On the Timmonsville market, about 350,000 pounds were sold.

From the Clarkton (N. C.) market came a report of an estimated average price of $14.50, accompanied by the statement that "some growers are highly pleased, while others are badly disappointed." This was explained by the statement that better grades brought higher prices than before the suspension, while there was little or no improvement in the inferior qualities.

Cigar Production Increases for Fourth Successive Month

THE following comparative data of tax-paid products indicated by monthly sales of stamps are obtained from the statement of Internal Revenue collections for the month of August, 1933, and are issued by the Bureau (figures for August, 1933, are subject to revision until published in the annual report):

Products	*August*	
	1933	*1932*
Cigars (large):		
Class A .....No.	382,403,130	334,422,610
Class B .....No.	2,204,543	4,335,570
Class C .....No.	46,419,178	57,872,470
Class D .....No.	3,508,978	4,212,760
Class E .....No.	284,688	299,650
Total.....	434,820,517	401,143,060
Cigars (small).....No.	24,229,200	29,865,000
Cigarettes (large)....No.	200,200	274,850
Cigarettes (small)....No.	11,189,333,777	9,558,921,906
Snuff, manufactured..lbs.	3,194,155	2,801,650
Tobacco, manufact'd..lbs.	29,747,965	28,501,618

NOTE: The above statement does not include tax-paid products from Puerto Rico and the Philippine Islands. This information is shown in supplemental statement.

Tax-paid products from Puerto Rico for the month of August:

Products	*August*	
	1933	*1932*
Cigars (large):		
Class A .....No.	6,019,875	6,761,150
Class B .....No.	325,500	8,000
Class C .....No.	105,000	94,000
Total.....	6,450,375	6,863,150
Cigars (small).....No.	170,000	500,000
Cigarettes (large)....No.	180,000	60,000
Cigarettes (small)....No.	560,000	300,000

Tax-paid products from the Philippine Islands for the month of August:

Products	*August*	
	1933	*1932*
Cigars (large):		
Class A .....No.	17,240,250	19,282,250
Class B .....No.	3,473	17,483
Class C .....No.	24,126	23,110
Class D .....No.	.....	500
Class E .....No.	200	1,300
Total.....	17,268,049	19,324,643
Cigarettes (small)....No.	95,380	19,350
Tobacco, manufact'd..lbs.	24	27

NOTE: Quantities of tax-paid products shown in above statements are indicated by stamp sales for the month.

Internal Revenue Collections for August

Sources of Revenue	*1933*	*1932*
Cigars	$1,096,989.49	$1,082,909.84
Cigarettes	33,569,728.91	28,678,802.69
Snuff	574,947.91	504,297.07
Tobacco, chewing and smoking	5,354,638.05	5,130,909.71
Cigarette papers and tubes	112,530.75	104,448.67
Miscellaneous, relating to tobacco	4,750.00	339.38

August Cigar Withdrawals from 1920 to 1931

August, 1920	672,020,289	August, 1926	594,241,547
August, 1921	622,039,033	August, 1927	604,869,901
August, 1922	641,164,181	August, 1928	601,877,267
August, 1923	616,264,768	August, 1929	598,582,720
August, 1924	573,626,977	August, 1930	517,199,767
August, 1925	557,432,039	August, 1931	463,255,644

Jesse R. Taylor Dead

JESSE R. TAYLOR, prominent in the tobacco industry a few years ago, and former president of the Union Tobacco Company, passed away at his home in Red Bank, N. J., Tuesday, September 19th. He had moved to Red Bank only about a month before his death, having formerly resided at Montclair.

Mr. Taylor was born at Spencer, Va., in 1880, and was educated at Richmond College. He began his business career with the American Tobacco Company, and later became associated with the United Cigars Stores Company and rose to the position of vice-president. In 1923 he returned to the American Tobacco Company, and in 1927 he was sent to London to direct the firm of J. Wix & Co., a subsidiary. He returned to this country after two years and succeeded George J. Whelan as president of the Union Tobacco Company. A few years ago he joined the National Biscuit Company in an executive capacity and remained with that concern until about a month before his death, when he was forced to resign on account of ill health. He was a member of the Union League Club and the Montclair Golf Club.

Funeral services were held on Friday, September 22d, at Mounts' Funeral Parlors, Red Bank, N. J. He was fifty-three years old.

Surviving are his widow, the former Bessie Blair Ellyson, and six daughters, Mrs. Anna Randall, Mrs. J. B. Drew, Mrs. Norman Wagner and the Misses Jeannette, Netty and Douglas Taylor.

Tom Allely, factory representative for the Christian Peper Tobacco Co., in St. Louis, has just returned from a very successful trip to Baltimore and Washington, where he made some nice placements on his Fifth Avenue and Wellington smoking tobaccos. Tom tells us Peper's Pouch Mixture, a high-grade pipe mixture packed in an oil skin pouch, is selling very well.

● ABOVE—FRANK BUCK has lugged tons of rhinos, tigers and gorillas across the Pacific. He *has* to keep his nerves healthy to follow his strange occupation of capturing wild animals *alive!*

● WHETHER YOU'RE ON A HOLIDAY, or hard at work, you'll find that Camels are better for steady smoking.

● FRANK BUCK HAS SMOKED his way around the globe with Camels. He says, "I am a steady Camel smoker. Camels are milder, and they don't upset my nerves."

Steady Smokers turn to Camels

"Bringing 'em back alive is a job packed with thrills, excitement, and real danger," says Frank Buck. "I am a heavy smoker, as you noticed if you saw my picture, 'Bring 'em Back Alive,' but I can smoke all I want because I smoke Camels. They do not upset my nerves. I prefer their mild, rich flavor, too."

* * *

Turn to Camels and find out for yourself how true it is that Camel's costlier tobaccos taste better... and do not jangle the nerves. Begin today!

IT IS MORE FUN TO KNOW

Camels are made from finer, MORE EXPENSIVE tobaccos than any other popular brand. You'll appreciate the mildness ...the flavor...the added pleasure in costlier tobaccos.

Copyright, 1933, R. J. Reynolds Tobacco Company

Camel's Costlier Tobaccos

NEVER GET ON YOUR NERVES
NEVER TIRE YOUR TASTE

NEWS FROM CONGRESS AND FEDERAL DEPARTMENTS

FROM OUR WASHINGTON BUREAU 622 ALBEE BUILDING

TAKING the stand that the forty-hour week adopted under recovery codes does not provide for a sufficient shortening of hours to return to work any considerable portion of those now employed, the American Federation of Labor, at its annual convention in Washington this month, is expected to demand that the maximum working week be cut to thirty hours, with such increase in wages as may be necessary to maintain present pay levels.

The deliberations of the Federation are rather anxiously awaited by both the Government and industry as indicating the attitude which the organization will adopt with respect to the national recovery drive. Officials of the Federation have been outspoken in their criticism of some of the acts of the National Recovery Administration. It is pointed out that while more than 2,000,000 persons have been returned to work since the dark days of February, little of this improvement can be attributed to recovery activities, the greater part of it being due to the rebound of business which began in late March.

The American Federation of Labor has been steadfast in its demand that all industry be organized under its banner and has harshly condemned so-called company unions and efforts to maintain the open shop. At the same time, the organization represents only a minority of the country's labor and employers have reasonably demanded that there be as little interference in labor relations as possible under the recovery drive.

All phases of the problem are to come up for discussion at labor's annual meeting, the results of which will determine the path the Federation is to follow with respect to recovery.

CONTINUED depreciation of the dollar abroad is acting as a protective wall better than any tariff against undue competition from foreign merchandise.

With the dollar selling in foreign markets at more than one-third under par, the cost of imported merchandise has been increased approximately one-half, and while, due to rising prices in the domestic market, this does not represent a similar narrowing of the margin between domestic and imported merchandise, the spread has been sufficiently decreased to serve as a barrier against dumping.

As a result of this situation, complaints from American producers about unfair competition from abroad have practically ceased and a continuation of present conditions will make tariff action at the coming session of Congress unnecessary.

The national recovery act contains special provisions for increases in import duties to equalize higher costs of domestic production where they are found necessary, but at the present time there is no indication that these provisions will be invoked.

The present situation is highly satisfactory to the administration, which feared that continuance of the demand of some months ago for higher tariffs might handicap the proposed negotiation of new commercial treaties with other governments.

ADOPTION of codes will not serve to relieve manufacturers of the necessity of continuing to make to Government agencies statistical reports which they have been required to file in the past.

The impression has prevailed among some manufacturers that adoption of a code would end their responsibilities in this direction, but the codes, it is stated by officials of the National Recovery Administration, contain no provisions affecting the rendition of reports to the Census Bureau, Department of Commerce, Labor Department, Federal Trade Commission or other Government agencies which compile statistics.

PREPARING to make loans in excess of $1,000,000,000 to banks and trust companies and mortgage companies at an interest rate of 3 per cent., the Reconstruction Finance Corporation is about to embark upon a program of credit inflation to aid business and industry, with a particular view toward providing credit for concerns operating under codes.

It is hoped by administration leaders that the credit-inflation program will enable the avoidance of currency inflation, for which recently there has been a strong demand.

The loans will be for a period of six months, and the money is to be re-loaned, at an interest rate not exceeding 5 per cent., for the purchase of materials for manufacture, to cover actual cost of labor in the manufacture and processing of materials and to assist merchants especially affected by the National Recovery Act.

PHILADELPHIA.

Who Said "Cigar Decline"?

A VISIT at the headquarters of Bayuk Cigars, Inc., at Ninth Street and Columbia Avenue, would be the finest thing that could happen to anyone who thinks that the cigar industry is headed for oblivion. Here everything is running at top speed (and no foolin'). When you get within a block of the plant you can sense that here everything is being run at capacity, although there is nothing but orderliness to be seen. There is a constant flow of employees in and about the plant and those Bayuk Phillies at five cents are sure in demand.

Bayuk salesmen are everywhere about the country doing their share to keep the orders flowing into the factory and the factory is doing its part to keep the demand supplied.

F. J. Horning, Bayuk salesman, is assisting B. R. Riber, Hillsboro, Ohio, distributor in expanding the distribution and sale of Bayuk cigars in that territory. O. C. Taylor, Burlington, Vt., Bayuk distributor for that sector, is registering very heavy in the distribution and sale of Bayuk Phillies, and is in the midst of a campaign, assisted by W. R. Wilsford, Bayuk salesman. The Morris King Cigar Co., Bay City, Mich., continues its splendid stride on Bayuk cigars, being assisted by A. H. Behrman, Bayuk salesman. Fred Brown, New York branch manager for Bayuk, was a visitor at factory headquarters last week arranging for additional shipments to his territory for the fall period. F. C. Mueller, Indiana territorial manager, was also at factory headquarters seeking additional shipments of Bayuk brands to his State, and Harry C. Catlin, connected with the branch sales division is visiting headquarters, discussing plans for fall campaigns and shipments.

At the M. J. Dalton stand, 617 Chestnut Street, Pepers' Pouch Mixture is enjoying a splendid call and repeating in gratifying volume.

Al Paul, well known throughout the trade in this section as formerly associated with the old Union Tobacco Company, is now promoting the distribution and sale of White Ash cigars. Al is in charge of New Jersey and Pennsylvania territories, and is doing a good job for his brand.

Trade Notes

Benjamin Lumley, representing the Garcia y Vega Clear Havana factory, in Tampa, is on a trip through Northern New York State, and reports that he is getting a nice volume of orders for his firm.

Paul L. Brogan, vice-president of Yahn & McDonnell Cigars, 617 Chestnut Street, is confined to his home on account of a slight cold. He expects to return to his desk within a few days.

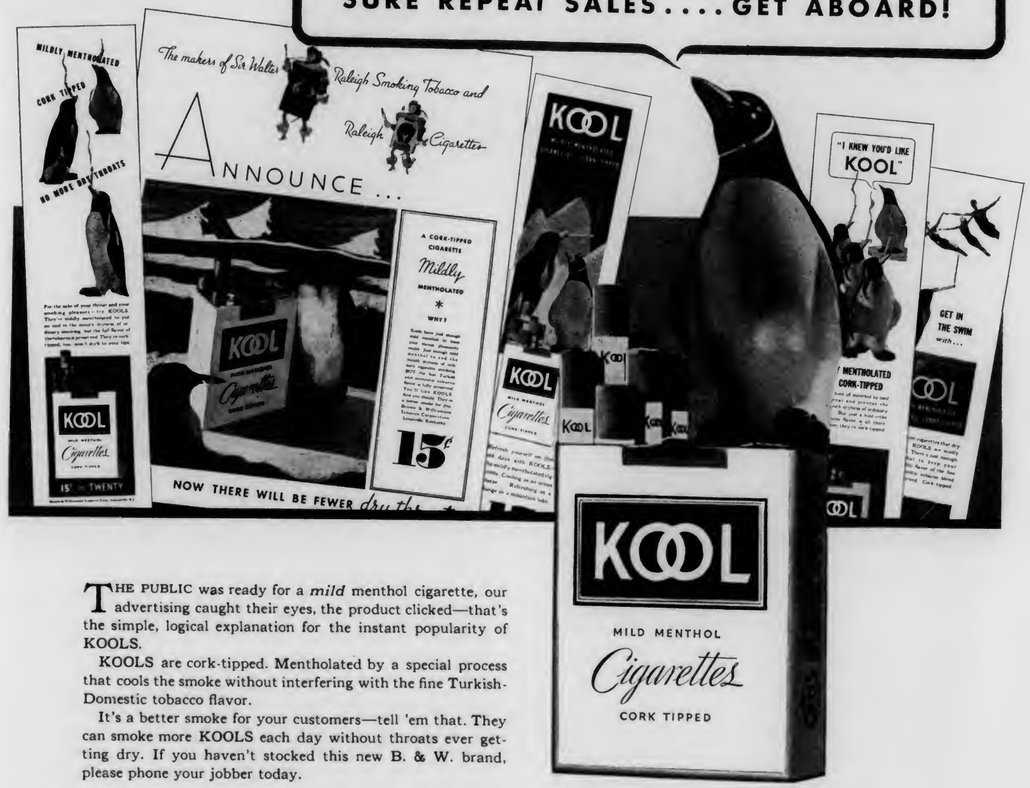
An outstanding event of the past week was the meeting of the Philadelphia Club Managers' Association, held at the Philmont Country Club. A splendid attendance was recorded and a most enjoyable time was had by the club managers and their guests. The affair was conducted in a splendid manner, under the supervision of Wm. Hoemiller, of the Union League.

Business trends can be fairly well judged by the activity of the salesmen and other representatives, and we have had several in Philadelphia during the past week, including James Head, of Benson & Hedges; Bill Osmond of the Larranaga Factory, who was gathering in the orders for holiday shipment; Joe Wolf, of the Seidenberg factory; William Freeman of the Medal of Honor factory; G. W. Saunders, of the Cortez factory, and Hi Hammer, of the Charles The Great factory.

Met George Lex on the street this week and in talking with him found he still has a warm spot in his heart for the cigar business and he is confident that the opportunity is at hand for the industry to make gigantic strides toward better conditions. We would not be surprised to learn shortly that Mr. Lex has no longer been able to withstand the urge to re-enter the industry and to become associated with some progressive concern that has been looking for a man of Mr. Lex's outstanding ability and experience.

Mr. Kool says:

KOOLS HAVE GOOD ADVERTISING
GOOD DEMAND....GOOD PROFIT
SURE REPEAT SALES....GET ABOARD!



THE PUBLIC was ready for a *mild* menthol cigarette, our advertising caught their eyes, the product clicked—that's the simple, logical explanation for the instant popularity of KOOLS.

KOOLS are cork-tipped. Mentholated by a special process that cools the smoke without interfering with the fine Turkish-Domestic tobacco flavor.

It's a better smoke for your customers—tell 'em that. They can smoke more KOOLS each day without throats ever getting dry. If you haven't stocked this new B. & W. brand, please phone your jobber today.

BROWN & WILLIAMSON TOBACCO CORP., LOUISVILLE, KENTUCKY

Brown & Williamson products have been designed to bring you the most profit in all lines and prices. New products are added to fit the times. Are you getting your share of profit from these live, selling items: Sir Walter Raleigh Smoking Tobacco, Raleigh Cigarettes, Golden Grain Smoking Tobacco, Wings Cigarettes and Target Cigarette Tobacco?

Ad. GT—17

TOBACCO TRADE ORGANIZATIONS

TOBACCO MERCHANTS ASSOCIATION OF UNITED STATES

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Headquarters, 341 Madison Ave., New York City

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JONATHAN VIPOND, Scranton, Pa. ..... Vice-President
GEO. B. SCRAMBLING, Cleveland, Ohio ..... Treasurer
MAX JACOBOWITZ, 84 Montgomery St., Jersey City, N. J. ..... Secretary

New Manager for Penn A. C.

FREDERICK W. EIGEN, formerly associated with the Old Heidelberg Inn, the outstanding restaurant in Chicago, has become manager of the well-known Penn Athletic Club, in Rittenhouse Square, Philadelphia.

Mr. Eigen has devoted his entire career to hotel and restaurant management and has seen service in many of the most famous hotels and restaurants in the world, having been associated with such hotels as the Adlon, in Berlin; the Savoy, in London; Shepheard's, in Cairo; the Morrison, in Chicago; the Arcadia Restaurant in Philadelphia, and most recently with the Old Heidelberg Inn, in Chicago.

In 1924, in a contest conducted by the *National Hotel Review*, he was voted one of America's most popular hotel men, and is conceded to be an expert in every phase of food preparation, purchasing, cost, service and the proper manner of caring for large functions and private parties. He has a splendid personality, with a reputation for sterling honesty and should make an ideal manager for the Penn Athletic Club. The management is to be congratulated for their selection of Mr. Eigen to manage the club.

Julian Field with C B S

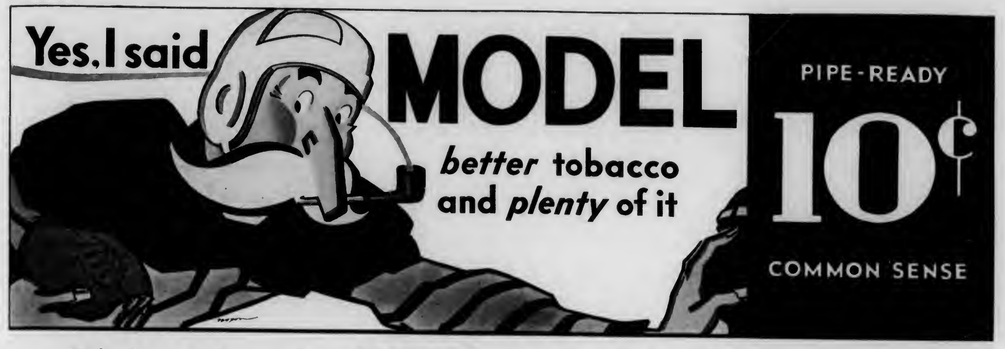
JULIAN FIELD, former vice-president of Lennen and Mitchell, Inc., has joined the Columbia Broadcasting System as director of the Commercial Program Department. Field attended the University of Wisconsin, worked on several newspapers including the *Chicago Tribune*, went into advertising with the Chicago firm of Aubrey and Moore, and later came to New York to enter Lennen and Mitchell. He served first as an account executive and became a vice-president of the agency in 1931.

It is Field's conviction that a successful commercial radio program must be more than just entertainment—although entertainment is the heart of it.

United Stores Corporation, in its statement for the six months ended June 30, 1933, shows profit of $248,980 after expenses, interest and ordinary taxes. In the first half of 1932 the company reported net income of $233,785 after interest, taxes, etc., equivalent to $1.65 a share on the 141,592 shares of $6 preferred stock. No provision for Federal income tax has been made, since deductions allowable in 1933 are expected to exceed the taxable income. Liability for Federal capital stock tax is undetermined and no provision for it has been made.

A dividend of ten cents a share has been declared by directors of the Tobacco Products Export Corporation, payable November 1st to stockholders of record October 16th. This is the first payment made on the stock since March 25, 1932, when the same amount was disbursed.

MacAndrews & Forbes has recently increased the quarterly dividend on the no-par common stock from forty cents to fifty cents a share, payable October 14th to stockholders of record September 30th.



Eight Months Withdrawals for Consumption

	First 8 Mos. Cal. Yr. 1933	— Decrease + Increase Quantity
Cigars:		
Class A—		
United States	2,432,745,120	+ 128,353,805
Puerto Rico	36,400,195	— 14,214,455
Philippine Islands	96,450,750	— 14,804,460
Total	2,565,596,065	+ 99,334,890
Class B—		
United States	17,577,083	— 18,723,535
Puerto Rico	2,220,550	+ 2,071,550
Philippine Islands	131,480	— 250,232
Total	19,929,113	— 16,902,217
Class C—		
United States	341,094,608	— 208,509,926
Puerto Rico	397,030	— 1,884,520
Philippine Islands	137,948	— 41,574
Total	341,629,586	— 210,436,020
Class D—		
United States	26,812,986	— 8,122,541
Puerto Rico	500	— 2,200
Philippine Islands	1,326	— 1,800
Total	26,814,812	— 8,126,541
Class E—		
United States	2,433,496	+ 335,193
Puerto Rico	.....	.....
Philippine Islands	421	— 19,964
Total	2,433,917	+ 315,229
Total All Classes:		
United States	2,820,663,293	— 106,667,004
Puerto Rico	39,018,275	— 14,029,625
Philippine Islands	96,721,925	— 15,118,030
Grand Total	2,956,403,493	— 135,814,659
Little Cigars—		
United States	140,375,253	— 57,574,974
Puerto Rico	1,974,000	— 576,000
Philippine Islands	.....	.....
Total	142,349,253	— 58,150,974
Cigarettes—		
United States	78,424,648,097	+7,434,170,591
Puerto Rico	2,556,600	— 438,100
Philippine Islands	927,550	— 24,147
Total	78,428,132,247	+7,433,708,344
Large Cigarettes—		
United States	1,668,235	— 726,692
Puerto Rico	615,000	+ 252,000
Philippine Islands	1,937	+ 937
Total	2,285,172	— 473,755
Snuff (lbs.):		
All United States	24,322,896	— 68,051
Tobacco Mfd. (lbs.):		
United States	210,133,457	— 1,505,060
Philippine Islands	127	— 327
Total	210,133,584	— 1,505,387

"What a welcome visitor THE TOBACCO WORLD must be to wholesalers and retailers!

"If they are only half as interested in reading it as we ourselves are, we're glad our ad is in it regularly"—

says an advertiser.

Established 1886

"BEST OF THE BEST"

OPTIMO CIGARS — VERY MILD — VERY MILD

Manufactured by **A. SANTAELLA & CO.**

Office, 1181 Broadway, New York City

FACTORIES: Tampa and Key West, Florida

OUR HIGH-GRADE NON-EVAPORATING

CIGAR FLAVORS

Make tobacco mellow and smooth in character and impart a most palatable flavor

FLAVORS FOR SMOKING and CHEWING TOBACCO

Write for List of Flavors for Special Brands

BETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS

FRIES & BRO., 92 Reade Street, New York

Classified Column

The rate for this column is three cents (3c.) a word, with a minimum charge of seventy-five cents (75c.) payable strictly in advance.

POSITION WANTED

CIGAR SALESMAN COVERING EASTERN PENNSYLVANIA and Local Territory desires connection. Large following. Address Box No. 580, "The Tobacco World."

Newspaper and magazine advertising executive, thoroughly experienced, formerly with local newspapers and agencies, and also advertising manager. Position with firm desiring an advertising man, salesman or assistant to manager. Knows marketing, merchandising and distribution. Salary not as important as opportunity to demonstrate actual worth and ability. References the highest. Address, F. H. Riordan, 5915 Webster Street, Philadelphia, Pa.

CIGAR FACTORY SUPERINTENDENT. MORE THAN 20 Years' Experience With One of the Largest Manufacturers. Hand work or automatic machines. Address Box 560, care of "The Tobacco World."

FOR RENT

OFFICE AND FLOORS FOR CIGAR MANUFACTURING OR STORAGE—No parking restrictions; good location; low rent; freight elevator and loading platform. Will divide. Metals Coating Company of America, 495 North Third Street, Philadelphia.

HAVANA CIGARS

BEER WITHOUT CIGARS, IS LIKE KISSING WITHOUT LOVE—Adopt as your slogan, "Kiss your beer, but love your cigars." Specially those Havana blended, "Good to the last Puff," manufactured by A. Ramirez & Co., Post Office Box 1168, Tampa, Fla. Write them for particulars today.

Tobacco Merchants' Association Registration Bureau, 341 Madison Ave. NEW YORK CITY

Schedule of Rates for Trade-Mark Services Effective April 1, 1916.

Registration,	(see Note A),	$5.00
Search,	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS

GRANSON:—46,240. For cigars. September 5, 1933. Lilly, Dungan & Co., Baltimore, Md.

HE MAN:—46,241. For all tobacco products. August 2, 1933. Lilly, Dungan & Co., Baltimore, Md.

TRANSFERS

EL SOLARO:—12,435 (U. S. Tobacco Journal). For cigars. Registered June 7, 1881, by H. Sommer, Quakertown, Pa. Transferred to the Galba Cigarette Co., New York, N. Y., June 28, 1926.

EL WINGO:—35,672 (United Registration Bureau). For cigars, cigarettes, cheroots and tobacco. Registered February 28, 1910, by American Litho. Co., New York, N. Y. Through mesne transfers acquired by E. H. Robertson, Charleston, S. C., and re-transferred to C. L. Veronee, Charleston, S. C., May 1, 1933.

LA FOLWIN:—35,673 (United Registration Bureau). For cigars, cigarettes, cheroots and tobacco. Registered February 28, 1910, by American Litho. Co., New York, N. Y. Through mesne transfers acquired by E. H. Robertson, Charleston, S. C., and re-transferred to C. L. Veronee, Charleston, S. C., May 1, 1933.

EL AWARDO:—18,200 (Tobacco World). For cigars, cigarettes, chewing and smoking tobacco. Registered July 20, 1909, by Schmidt & Co., New York, N. Y. Through mesne transfers acquired by Consolidated Litho. Corp., Brooklyn, N. Y., and re-transferred to United States Cigar Co., Inc., York, Pa., September 6, 1933.

EL GRECO:—20,541 (Tobacco World). For cigars, cigarettes and tobacco. Registered July 20, 1910, by Henry Heymann's Sons, Reading, Pa. Through mesne transfers acquired by the Webster Cigar Corp., Greensboro, N. C., and re-transferred to the El-Moro Cigar Co., Greensboro, N. C., September 1, 1933.

JAMES ROSS:—20,542 (Tobacco World). For cigars, cigarettes and tobacco. Registered July 20, 1910, by Henry Heymann's Sons, Reading, Pa. Through mesne transfers acquired by the Webster Cigar Corp., Greensboro, N. C., and re-transferred to the El-Moro Cigar Co., Greensboro, N. C., September 1, 1933.

HAVANA COUNTS:—15,256 (Tobacco World). For cigars, chewing and smoking tobacco. Registered November 18, 1906, by Henry Heymann's Sons, Sinking Spring, Pa. Through mesne transfers acquired by the Webster Cigar Corp., Greensboro, N. C., and re-transferred to the El-Moro Cigar Co., Greensboro, N. C., September 1, 1933.

EL-REES-SO:—40,200 (Registration Bureau of the Tobacco Merchants' Association). For chewing and smoking tobacco. Registered March 29, 1917, and **105,046** (U. S. Patent Office), for cigars. Registered July 6, 1915, by El-Rees-So Cigar Co., Greensboro, N. C. Through mesne transfers acquired by the Webster Cigar Corp., Greensboro, N. C., September 1, 1933.

Send Two Dollars, with the coupon below to The Tobacco World, 236 Chestnut St., Phila., Pa., and get your copy twice a month for a year.

Name.....

Street No.....

P. O.....State.....

OCTOBER 15, 1933

VOLUME 53 — No. 20

THE TOBACCO WORLD

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COMMON SENSE

The importance of attractive and dependable containers for fine cigars is recognized by the progressive cigar manufacturer.

Generally the brands that are increasing their goodwill in this present analytical market are packed in the *new improved AUTOKRAFT cigar boxes.*

Cigar Manufacturers who have not investigated the value of the merits and economies of the splendid and inviting package may obtain complete details promptly by addressing the AUTOKRAFT BOX CORPORATION.

Phila., Pa.
Hanover, Pa.
Cincinnati, Ohio

AUTOKRAFT BOX CORPORATION
LIMA OHIO
A Nation Wide Service

York, Pa.
Chicago, Ill.
Detroit, Mich.
Wheeling, W. Va.

PUBLISHED ON THE 1ST AND 15TH OF EACH MONTH AT 236 CHESTNUT ST., PHILA., PA.

After all nothing satisfies like a good cigar

WOODEN BOXES

Are the Only Natural Humidor for Cigars.

Pack your cigars in wooden boxes and preserve their delicate aroma, mellowness and flavor right up to the time they are passed over the counter to the customer.

Discriminating cigar smokers prefer to select their favorite brand from a wooden box—and it's good business to cater to the dealer and consumer by packing your cigars in wooden boxes.

WHEN BUYING CIGARS
Remember that Regardless of Price
THE BEST CIGARS
ARE PACKED IN
WOODEN BOXES

THE TOBACCO WORLD

Vol. 53 OCTOBER 15, 1933 No. 20

The TOBACCO WORLD has signed the President's agreement and is operating under the NRA Code, gladly and wholeheartedly co-operating to the fullest extent in the Administration's effort to promote industrial recovery.

▲

MEN in the various branches of the tobacco industry who are impatient over the delay in the final approval of the codes which are to govern their operations under NRA must be mindful of the detailed procedure through which each code is obliged to pass before it is even given a date for a formal hearing. When a code is submitted, every provision in it must be approved by an industrial advisor. From that point there are something less than a dozen bureaus, including the legal department, which analyze the code provisions which come under their respective divisions. Every provision in a code must pass the Planning and Research Division and the Labor Board.

Just as in court cases, briefs must be submitted in support of every provision, and before approval is given of any provision the interested agency must be completely satisfied. This procedure is indeed complex, but it is further complicated by the fact that each bureau of the NRA has weeks of work piled on it in the consideration of the provisions of hundreds of other codes.

In addition, codes are not considered in their order of filing, but rather in the order of their importance. And it is the aim of the NRA to push through as fast as possible the master codes for the major industries. The big idea being to put under a code first those industries which can give immediate re-employment to the largest number of people.

THE VERY complications which made the drafting of the Cigar Code, for instance, such a herculean task, must all be considered in detail before approval is given to that code. Perhaps the clearest way to describe the difficulties of the whole situation is to call attention to the tobacco problem now confronting the Agricultural Adjustment Administration, as outlined by George Durno, in The National Whirligig, for the *Philadelphia Public Ledger*. The first of December the current crop of Kentucky burley is dumped on the market, he writes.

Approximately 400,000,000 pounds of burley tobacco are in sight. Unfortunately, the manufacturers can use only about 300,000,000 pounds and there is no market for export. By simple arithmetic, this leaves 100,000,000 pounds hanging in the air. And surpluses always drive prices down to the starvation level. Around 200,000 growers are affected.

A plan is in the making to get over this hump. It will require pretty near 100 per cent. support from the growers themselves. Still being incubated and nourished, it is about as follows: The administration will get a marketing agreement out of the big companies to take as much as possible at a given price—say 15 to 17 cents a pound. Then a Federal purchasing agency will be created to inhale the remainder at the same price just as cotton was absorbed.

But no farmer could sell his surplus to the Government agency until he had signed a two-year agreement to reduce his acreage somewhere in the neighborhood of 30 to 35 per cent. To induce the grower to sign such an agreement it is suggested a 33⅓ per cent. tax be imposed on the sale of all burley tobacco in the open market. Those who had agreed to acreage reduction would get a warehouse receipt for one-third of their tobacco in lieu of paying the tax; those who hadn't would net only two-thirds on their crop and be forced to pay the tax in cash.

These warehouse certificates, by arrangement, would be discountable up to a certain per cent. at local banks. The grower still would own a receipt for tobacco salable next year at a set price.

Proponents of this plan believe it would open the burley grower's eyes to the absolute need of reducing acreage the next two years and yet permit him to sell off this year's crop at a fair price. Students of the situation predict that unless some such scheme is adopted, next December will witness a repetition in Kentucky of North Carolina's recent troubles. Markets will be flooded, prices will be down, and if it becomes necessary to close the markets, as was done in North Carolina, many would be thrown out of work.

James Stone, former chairman of the Federal Farm Board and representative of the Kentucky Growers Pool, has presented a plan pointed in this general direction. It doesn't go as far. In any event the boys down in the Agricultural Department are hustling. They only have about seven weeks to whip an agreement into shape.

PRACTICALLY all manufacturers who are making those nationally known good five-cent cigars have raised their wholesale prices to offset the additional expense involved in the levying of the processing tax and also the increased manufacturing costs resulting from the application of the NRA plan, which is to be expected and entirely within reason.

Some manufacturers have accomplished this by reducing their trade discounts, and others have increased their former list prices by adding $1 a thousand. The only one to suffer, then, will be the retailer, since he has small chance of passing on an increase of one-tenth of a cent on each cigar he sells, except on

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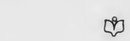
his box sales, and it looks very much as though he must increase his sales if he is to maintain the same amount of profit.

The organized retailers in Philadelphia have protested against the increase in wholesale prices on these brands, but there is apparently little else they can do.



WHILE it seems to us that there should be some provision made in the various retail codes to permit price fixing, on standard brands particularly, the consensus of opinion of those "in the know" seems to be that such a provision has small chance of being approved officially in Washington, since it seems to be a well-established understanding that "competition is the life of trade." However, with the downward trend which has been so apparent during the past few years as a result of this unrestricted "competition," and since the New Deal seems to lend itself to experimentation in many ways, and the NRA movement is reputed to be merely a temporary measure, why not give this price-fixing idea a trial along with the other experiments?

At the same time, if approval of establishing definite resale prices for certain classes of merchandise is definitely out, it would seem to be a good idea to at least put a provision prohibiting "selling below cost" in the retail code, since such clauses seem to be looked upon with some measure of favor by officials in Washington.

Now One Pipe Association

The Association of Smoking Pipe Manufacturers of the United States is now the single organization representing the pipe industry, resulting from the merger of the National Association of Manufacturers of Smoking Pipes and the American Association of Smoking Pipe Manufacturers.

Officers of the new association are: President, Rudolph Hirsch, of Kaufmann Bros. & Bondy; vice-president, George St. John, Jr., of Wm. Demuth & Co.; vice-president, Jacques Bader, of the Benjamin Pipe Co.; secretary and treasurer, Arthur D. Berliss.

Directors, in addition to the officers, are: Samuel M. Frank, of S. M. Frank & Co.; Ludwig Stern, of L. & H. Stern, Inc.; Louis B. Linkman, of M. Linkman & Co.; George Wilson, of the Continental Briar Pipe Co., and Abraham Wapniak, of the Knickerbocker Pipe Co.

Lorillard Cigar Brands Up

Upward revision on cigar brands retailing at five cents and under was announced by the P. Lorillard Co., effective October 2d. The following two-for-five-cent brands now go to the retailer trade in 1/10s for $17 per M, less 2 per cent.: James G. Blaine, New Currency, Lillian Russell, La Fraosa, Sarona, U. S. Bond. The same brands in 1/20s cost the dealer $17.50 per M, less 2. The three-for-five-cent lines, Postmaster and War Eagle, become two-for-five-cent numbers. The wholesale price is $16, less 2. They are packed 1/20s in tins only. Muriel five-cent sizes sell at $40 less 12 and 2. Muriel Babies, three for ten, are now $26, less 12 and 2.

Minimum Cigarette Prices

INSPIRED by an address delivered by William A. Hollingsworth, president of the Retail Tobacco Dealers of America, Inc., members of the Associated Chain Drug Stores and Affiliated Drug Stores, at their convention in Chicago, adopted the following resolution, petitioning the large cigarette manufacturers to establish and maintain minimum retail prices on their brands sufficient to return a fair profit to the retailer:

Whereas, for many years the cigar and drug stores have been the logical and only outlet for the sale of cigarette and tobacco products, and

Whereas, the cigar and drug outlets have always co-operated efficiently and satisfactorily with the manufacturers of cigarette products, and

Whereas, the cigar and drug stores have always featured prominently both in their windows and in their stores the products of cigarette manufacturers, and

Whereas, in recent years grocery chains have been merchandising cigarettes using this product as a medium to attract customers to their stores disregarding profit on the cigarettes with a view to obtaining the profit on grocery items, and

Whereas, the retail cigar and drug stores have tremendous amounts of moneys invested in cigarette and tobacco products, fixtures and appurtenances for the proper display of cigarettes and tobacco products which necessarily creates a cost and fixed overhead, and

Whereas, compliance with the NRA has necessitated substantial increased operating cost, and

Whereas, the administration is heartily in favor of stabilization of the various industries with a view to obtaining a fair and reasonable profit commensurate with its operating cost and fair competition.

Be it resolved that you as a manufacturer cooperate with the retail cigar and retail drug stores to establish a minimum resale price that will afford a fair margin of profit commensurate with operating costs, this being the spirit of the present administration, and

Be it further resolved that a copy of this resolution be dispatched to the presidents of the American Tobacco Co., the R. J. Reynolds Tobacco Co., the P. Lorillard Co., the Liggett & Myers Tobacco Co., the Brown & Williamson Tobacco Corporation, and the Axton-Fisher Tobacco Co.

Death of Tom Gray

THOMAS F. GRAY, who had spent sixty-five of the eighty-three years of his life selling cigars, died on October 5th in his home in Harrington Park, N. J., and was buried in Evergreen Cemetery, Brooklyn, on October 9th. He is survived by his widow and two sons, Arthur and Thomas.

While selling confectionery supplies in 1871, he was induced by Henry Welsh, a wholesale grocer, to switch to cigars. He remained in the business the rest of his life. After selling for jobbers in New York for some time, he organized his own company, Thomas F. Gray & Co., and later became a member of the firm of O'Halloran & Co. He was also connected with the E. H. Gato Cigar Co. and Arguelles, Lopez & Bro.

Musings of a Cigar Store Indian

By Chief "Young-Man-Smoke-Cigars"

SO MANY readers have expressed an interest in the recollections of old wooden Cigar Store Indians that I am constrained to complete the record by giving publication to further paragraphs from Kate Sanborn's book, "Hunting Indians in a Taxicab," published in 1911. Here goes: Indian names: Tecumseh, Massasoit, Squanto, Black Hawk, Pontiac, Red Jacket, Leather Stocking, Quizquiz, Katsa, Red Cloud, Many Horns, Spotted Wolf, Yehtoot-sah, Yo-ki-e-to, and finally the name I like best, Samoset, that good Indian who was the first to welcome the Puritans in 1621, saying, "Welcome, Englishmen; Welcome, Englishmen!" He told the Pilgrims to possess the land, as those to whom it had belonged were swept away by a pestilence. It is difficult to find any wooden Indians in many of our large cities; photographers write that they have been obliged to hunt not in a taxi or auto, but by groping in store lofts and dark attics and that then the figures must be taken "down and out" to get a right light on them.

FROM a Baltimore paper (1908) "That Ancient Baltimorean, the Cigar Store Indian"—"It is estimated that 150 of the 2000 tobacco stores in Baltimore are identified by a wooden figure just as a barber shop is identified by a ribbon-striped pole. The wooden figures are almost always found to represent an Indian, although occasionally there are other figures. And so they may be found differing in size, coloring, ornamentation, state of repair and general condition, or rather, in most cases, general debility."

FIFTY YEARS ago no tobacconist would think of opening a store without a figure. Now the men in the trade think that to put an Indian out is to waste money. "When I started business, in 1861," said Mr. Caspari, a veteran tobacconist, "my stock cost me $30 and I had a figure that cost $40. I had to have the sign though it cost more money than the stock inside. Since then I have been forty-six years in business on one street (Calvert)."

Mr. Caspari has sold figures in many other towns and cities. In the old days customers coming in and wanting a figure would choose some new design, and so "Girls of the Period" were next in vogue. These were fanciful, flashy figures and very attractive.

"Pipitone on Charles Street, near Baltimore, years ago bought one of these fancy figures," said Mr. Caspari, "and soon after a storm blew it to Baltimore Street, damaging it badly. He brought it back and had it repaired and painted and about two months after that a horse ran away and the wagon caught the figure and broke it to pieces."

In 1868 or 1870 "Fritz in Ireland" was acted by J. K. Emmet at the Holliday Street Theatre, in Baltimore, and the actor sang his famous lullaby to one of these "Girls of the Period" figures.

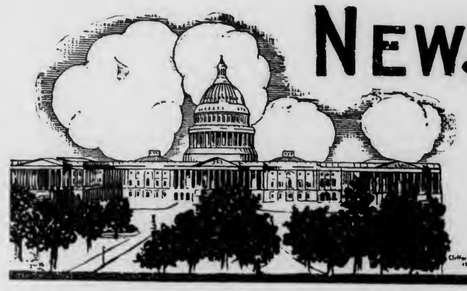
MR. CASPARI had scores of paint pots used in connection with this branch of his business. Each held a different colored paint. As a rule figures required repainting every eighteen months, although Mr. Fricke's Indian, bought twenty-five years ago, has had but three coats of paint. "But they never could get the color again as it was at first," says Mr. Fricke. The two-foot law as applied to obstructions of sidewalks has been one of the main causes for the removal of the Indian and such figures.

MR. HUTCHINGSON has in front of his store on Gay Street an Indian maiden which came into his possession with other stock in 1896. A former owner once recognized it and stated that he had had it for thirty years. Mr. Hutchingson says this is the only Indian that experienced and survived the big fire of 1904. The Church of the Messiah, corner of Gay and Fayette Streets, was the only church that burned, and this Indian saw it burned and was herself blistered and cracked. Since then she has had a new coat of paint.

George Eikenberg, on East Fayette Street, has had a figure in front of his store for thirty years. Mr. Decker, of North Gay Street, above Belair Market, has an Indian made by a Mr. Gato on North Caroline Street. Mr. Decker bought it in 1879, and the only repairing done has been on one arm that was accidentaily broken off. It has been painted every two years and has always done good service. Incidentally, Mr. Gato, the sculptor, was a short man and had to stand on a chair to carve part of the Indian, which is itself a small one.

MISS WURACH, 733 West Pratt Street, Baltimore, states that her father started in business fifty-one years ago and that she and her brother now continue to keep the store, her father being dead. The figure in front is the second used in fifty-one years. The age of the present figure is not known. Mr. Bringman's Indian figure, on West Baltimore Street, is very old and very impressive in appearance, being of unusually large size and displaying great muscular development. It has required much repairing about the feet and on one thigh.

Very interesting is the story of F. Dreves' figure, on West Fayette Street, above Park Avenue, as told by Mr. Dreves. The late Mr. Dreves, Sr., at one time dealt in Indian figures. Sailing vessels that for a long time plied up and down the coast of America and across the Atlantic carrying merchandise and passengers would become unfit for further use at sea and were then dismantled. Often the masts of these old sailing vessels would be trailed in the water and towed into port. These portions of masts would, in the water, become hardened or even petrified. They were of large size and offered excellent material for wood carving of all kinds.



NEWS FROM CONGRESS AND FEDERAL DEPARTMENTS

FROM OUR WASHINGTON BUREAU 622 ALBEE BUILDING

LEGISLATION outlawing both strikes and lockouts will be sought of Congress this winter in an effort to eliminate the lengthy controversies which during the past several months have materially slowed down the recovery drive.

It is pointed out by industrial leaders that recent strikes have not only stopped production activities in many plants but have been accompanied by violence which has resulted in a loss of life and property and has engendered bitter feeling between employers and employees. Legislation designed to eliminate the strike evil would have the support of not only the great majority of employers but also, it is believed, of organized labor, which suffers losses in income through strikes which frequently is not made up by the slight gains in wages which are secured.

Plans are being made for the introduction of a measure which would require that all labor controversies be referred to the National Labor Board, whose decision would be binding upon both employers and employees, with a prohibition against strikes or lockouts while controversies are being adjudicated. After rendition of the board's decision there could, of course, be no strike or lockout, thus preventing entirely the suspension of plant operations by labor troubles.

COMPLETE revision of the tax laws is planned for the coming session of Congress by Representative Robert L. Doughton, of North Carolina, chairman of the House Ways and Means Committee.

With repeal of the Eighteenth Amendment now practically assured before the first of the year, Congressman Doughton looks forward to large revenues from liquor taxes which will enable Congress to repeal many of the so-called "nuisance" taxes of the present law.

At the same time, the leader of the Ways and Means Committee will seek to frame a more permanent tax law than that now in effect so that business and the public may have a certainty that taxes will not be changed from year to year. The uncertainty with respect to taxes, it has been pointed out, has exerted an adverse influence in business and has also been reflected in the unsteadiness of commodity prices.

In the effort immediately to lighten the tax burden through the elimination of nuisance taxes, those levies will first be selected which are felt most to hamper recovery.

A THIRTY-HOUR working week, consisting of five six-hour days, was this month demanded by the annual convention of the American Federation of Labor as offering the only method whereby unemployment in the United States may be eliminated.

Recovery codes so far adopted, it was declared, disclose definitely that hours of work are too long to assure absorption of the millions without jobs and minimum wages are so low that purchasing power lags behind production.

Considerable criticism was also voiced over the failure of the National Recovery Administration to include in codes provisions giving labor representation on the control committees.

"In order to make the national recovery act serve the purpose for which it was intended, it will be necessary to have much greater reductions in work hours and very much higher standards for minimum wages," it was asserted in the report of the executive council of the Federation. "While the act was intended to absorb the unemployed by reducing the workday, so that more persons could be employed and national purchasing power increased by raising wages, some of the codes adopted have so perverted the purpose of the act as to actually increase hours and decrease wage-earners' incomes.

"Most flagrant instances of such perversion have occurred under modifications of the re-employment agreement. But even, in some instances, the code proposed by a specific industry suggests a work-week considerably longer than the number of hours actually being worked and rates that reduce earnings under code conditions.

"Forty and forty-eight hours—and even longer in those exempted groups such as watch and repair crews—have been set by codes and agreements when the figures showed that no longer than thirty hours per week could be allowed if we were to find jobs for all. While 2,000,000 have been put back to work, 11,000,000 are still without opportunity to earn an income. It is deliberate concession to selfish interests and stubborn maintenance of special privilege which creates unrest and dissatisfaction among workers who are honestly seeking to co-operate for public welfare."

The Federation report demanded that codes previously approved be reopened for "constructive revision" of hour and wage provisions to provide for a thirty-hour week and an increase in rates for mechanics and skilled workers to restore former differentials between their pay and that of the unskilled groups covered by the codes.

Report on Accident and Health Hazards in Cigar Manufacture

by CHARLES-FRANCIS LONG, M. D.
Medical Director, Bayuk Cigars, Inc.

THE accident data for the cigar industry nationally or by separate states is not available, but the tobacco industry as a whole possesses a record of which it may be justly proud. From the tables recently published by the National Safety Council, it is apparent that the tobacco industry stands first in accident frequency and second in accident severity. For the year 1932 the industry reported 18,481,000 man-hours of work with a frequency of 1.89 and a severity of 0.06. This compares with the general average of all industries of 13.2 frequency and 1.59 severity.

The majority of American-made cigars are machine produced, most of them in recently constructed, well-ventilated factory buildings, complying at least with the minimum requirements of the building and safety codes of the respective states. The ideal building is fire-proof, with sufficient fire towers and an automatic sprinkling system. It provides sufficient floor space to avoid crowding the machines. All pipes and power lines are carried near the ceiling and all steam pipes are asbestos-covered. Its internal transport system is a combination of conveyor, safety trucks, and track trucks, all properly guarded at curves with plenty of head clearance and floor flush tracks. All communications between floors are in enclosed shafts. Since tobacco and cigars are extremely susceptible to changes in temperature and humidity, the ideal factory for their production is entirely air-conditioned.

General Conditions Concerning Plant and Workers

In every plant an accident prevention campaign should be continuous by all available methods to bring safety to the workers' attention. An adequately equipped, competently directed medical department under the supervision of a physician with an industrial nurse as an aide is indispensable. The province of the medical department should be pre-employment examinations, medical advice which will not overlap that of the family physician, the safety campaign, accident dressings and plant sanitation.

All power machinery and routine machine shop equipment should have adequate guards.

All female workers should wear a standard uniform with short sleeves. A cap should be mandatory to keep the hair out of machinery and to prevent hair ornaments or hairpins from falling into the tobacco. Lawsuits have been based on hairpins rolled into cigars. Bracelets and finger rings should be forbidden.

Non-Machine Processes

In the sweat rooms and the "kasing" or binning processes, the temperature of the room and the free ammonia present definite health hazards which are better borne by some races than others. The negro race seems especially able to adapt itself to the conditions in these processes without recourse to any such safety device as a gas mask. In the packing or shading departments, proper lighting and comfortable height tables are necessary to accurate work. Girls should not be allowed to carry stacks of boxes. Since these girls stand at their work all day, proper footwear should be suggested. It is well to forbid the use of rubber fingertips which shaders and packers often employ to facilitate the speed of their work. Constant use may lead to a stubborn eczema about the fingernails which may easily become infected.

Machine Processes

(1) *Stripping:* The machine consists of upper and lower moving rollers on each side of a grooved knife wheel. The rollers flatten and press the leaves while the knife cuts the center stem out. The most frequent types of accident on this machine are knife cuts, and flesh bruises from the rollers. If the operator is taught to feed the leaf properly, keeping her hands several inches from the knives at all times, the first type of accident cannot happen. The rollers can be guarded. Power control for these machines is entirely by pedals.

(2) *Cigar Making Machines:* Long filler cigars are made by a fairly intricate machine requiring the attention of a feeder, wrapper-layer, binder-layer, and examiner. It cuts a bunch of tobacco into appropriate length, rolls it, and turns a leaf binder about it, then a leaf wrapper outside this, cuts one end, shapes and pastes the other, and discharges the finished cigar. This is effected by a moving belt along the center of the machine. However, the binder and wrapper leaves must be cut to shape, and this is done by the same machine, the dies being controlled by the wrapper and binder-layers, respectively.

The majority of accidents in these machines are due to an attempt to remove faulty material while the machine is in motion. Since there are stop levers at all four positions, these accidents have no logical reason for occurring. Even the most experienced operator, however, does not seem to be convinced that machine precision is faster than the human reflex, and from time to time one of these accidents will occur because "I tried to beat the machine."

In a properly guarded machine the bunch of tobacco moving along the center of the machine cannot be touched by human hands unless the machine is stopped and the guards removed. A great many fingers were formerly badly fractured through attempting to remove a poor bunch from the knife-like jaws of the crimper. Adequate guards have completely eliminated crimper accidents from Bayuk experience.

Since the introduction of the lateral feeding trough, accidents to feeders have been abolished, for

the tobacco is pushed into the trough at so safe a distance from the grasping prongs that the human fingers cannot be caught. In short-filler cigar making machines, feeders are unnecessary, for the cut leaf is poured into a feeding hopper.

The binder-layer and wrapper-layer are both subject to the same type of accident. As the leaf is laid on the die a pair of rollers pass over it, ironing it flat. If the human hand is caught under these rollers, a severe mash results. In order to obviate this, a trigger is placed before the rollers, which, if touched, stops forward motion and allows a spring to pull the rollers back to their starting position. On their rear the rollers carry an aluminum plate which will push the hand out of the way if there is an attempt to put a leaf on the die before they have returned to the starting position.

The examiner is not subject to any machine hazards.

It might be well here to emphasize the importance of levers to stop the machine at all positions. They are especially important during the cleaning of the machine; and from the point of view of the help one employee may be to another at the time of an accident. Since machine operators sit at their work, it is obvious that the chairs should have a low centre of gravity with weighted legs and an adjustable, comfortable back-rest.

(3) *Cellophaning and Banding Machines:* Cellophaning and banding are done on a bipartite machine manned by a single operator. The cigars are fed from the packing boxes into the magazine, whence they are carried to the wrapping device which sheathes them in strip cellophane cut to proper length. The free edges are sealed by means of an electrically-heated iron and the ends are folded back. The cigar is then carried by a moving chain to the banding apparatus which finally ejects it on a table for repacking into boxes. The only possibility of accident on this machine is in attempting to pull a broken cigar away without stopping the machine. A very safe practice is followed in the Bayuk plant. If a cigar breaks, the machine must be stopped by the operator and a mechanic called to extricate the remains. The machine cannot be restarted except by the mechanic. All gears and the endless chain of this machine are fitted with aluminum guards.

The only other machine processes in cigar manufacture are stamping and labeling of boxes, procedure not unique to the industry. These machines are provided with hoppers into which the boxes are fed at a sufficient distance from the moving parts to obviate accident. Easily available stop levers and guarded carriers are added safety features on these machines.

Health Considerations in Cigar Manufacture

When legislatures are daily turning more and more toward compensation for industrial diseases, it should interest the industry to consider the usual diseases found in a typical cigar factory. By this means a fair basis for such compensation may be established.

In an experience of five years dealing with never less than 1440 employees, *the most frequent illness directly due to tobacco* has been gastro-intestinal upset at the onset of work. This may vary in severity from mild nausea to excessive vomiting with shock-like symptoms. It may last from one to fourteen days or may be so persistent as to force the worker out of the tobacco environment. Quite a bit of success has been obtained in combating these symptoms by giving the affected worker ten drops of Tincture of Belladonna half an hour before meals for three or four days.

One might expect that the tobacco dust would lead to extremely frequent manifestations of allergy (hay fever or hives). Such has not been the case. During the same five-year period only four urticarias have been directly traceable to the tobacco and no hay fever has been seen. An interesting study on the etiology of these urticarias has recently been presented by Sulzberger, who calls attention to the fact that nicotine is not responsible, the offending agent being some other constituent of the tobacco. "One patient for example, had an extremely strong reaction with a shade grown Connecticut wrapper, whereas tests with Wisconsin filler were negative."

Pulmonary tuberculosis is neither a sequel to work in a modern cigar factory nor is it more prevalent in these workers than in any other similar group. In a series of 1578 health examinations active tuberculosis was found four times and healed tuberculosis thirty-one times, a total of thirty-five, or 2.2 per cent. The only figures concerning the general population available for comparison are those gained from the experience of Syracuse, New York, which are kindly furnished by the Philadelphia Health Council and Tuberculosis Committee. From this study it is estimated that for every death from tuberculosis, there are seven active cases in the community, which would make the percentage of active cases about 1 per cent. The experience in the series here quoted makes the percentage between 3/10 and 4/10 of 1 per cent. The group included in this survey had all been working at least two years and some as high as twenty-five years in tobacco. In the active cases the family history invariably included one tubercular parent, brother, or sister.

Sealing and cracking eczemas from cutting oils and detergents have been fairly frequent among machinists and mechanics so that the use of these offending agents has been forbidden.

No other industrial illnesses have been encountered unless one considered chlorotic anemia or "house pallor" due to prolonged staying indoors. This is extremely common among the female operators, but it is hoped that the extra leisure introduced by the NRA will automatically eliminate it from our experience.

Note.—The foregoing report was prepared at the request of the National Safety Council as an initial basis for a safety practice pamphlet.

Schulte Stores Report Loss

The Schulte Retail Stores Corporation reports an estimated net loss of $775,984 after taxes, charges and deductions of real estate loss of $714,010, for the six months ending June 30, 1933. The real estate loss is charged because of vacancies and diminished rentals in properties held under lease.

This compares with an estimated net loss in the first half of 1932 of $589,991 after taxes, charges and deductions of real estate loss of $814,000 due to vacancies and diminished rentals in properties under lease.

Smoking Pipe Manufacturers' Code

FOR the purpose of co-operating with the National Recovery Act by reducing and relieving unemployment, improving the standards of labor, increasing the consumption of industrial products, increasing the purchasing power, and for the general improvement of the industry, the following code for the manufacturers of smoking pipes is hereby submitted:

Definitions

1. The term "employee" as herein used shall include all persons engaged in the production of smoking pipes.

2. The term "smoking pipe manufacturer" shall mean the manufacturer of any smoking pipe produced from imported or domestic woods, or other substitute materials, and the manufacturers of cigar and cigarette holders produced from briarwood or other imported and domestic woods, bakelite or other substitute materials. The manufacturers of corn and cob pipes are specifically excluded from this association.

3. The term "person" shall include any natural person, copartnership, association or corporation.

4. The term "effective date" shall be ten days after this code shall be approved by the President of the United States or his authorized agents.

Labor

1. On and after the effective date no person engaged in the smoking pipe industry shall employ any person under the age of sixteen years, provided, however, that where a State law provides a higher minimum age, no person below the age specified by such State law shall be employed within that State.

2. On and after the effective date, the employers in the smoking pipe industry shall not employ any person for more than forty hours per week, nor more than eight hours.

3. The above schedule shall specifically exclude non-productive employees such as engineers, firemen, watchmen, office help, shipping or supervisory staff or salesmen, who shall not be employed for more than forty-eight (48) hours per week.

4. There is also specifically excluded from the above schedule emergency or repairmen.

5. Employees shall have the right to organize and bargain collectively through representatives of their own choosing, and shall be free from interference, restraint, or coercion of employers of labor, or their agents, in the designation of such representatives or in self-organization or in other concerted activities for the purpose of collective bargaining or other mutual aid or protection.

6. No employee and no one seeking employment shall be required as a condition of employment to join any company union or to refrain from joining, organizing or assisting a labor organization of his own choosing. Every employer shall comply with the maximum hours of labor, minimum rates of pay and other conditions of employment provided or prescribed by the President.

7. On and after the effective date the minimum wage that shall be paid by employers to any of their employees who are on an hourly or piecework basis shall be in accordance with the following schedule, provided, however, that where a State law provides a higher minimum wage, no person employed within that State shall be paid a wage below that required by such State law:

a. Machine operators—40 cents per hour:

b. Apprentice machine operators—30 cents per hour; but in no event should such apprenticeship exceed six weeks;

c. Non-machine or non-productive employees—30 cents per hour;

d. All other employees, including office help—$15 per week.

8. The weekly pay envelope and existing occupational differentials received by any employee on August 1, 1933, shall not be reduced by reason of the fact that his hours of labor are reduced.

9. The maximum hours fixed in the foregoing paragraphs numbered "2" and "3" shall not apply to employees in a managerial or executive capacity, who now receive more than thirty-five dollars ($35) per week; nor to employees on emergency maintenance or repair work; nor to very special cases where restrictions of hours of highly skilled workers on continuous processes would unavoidably reduce production, but in any such two last-named cases, at least time and one-third shall be paid for hours worked in excess of the maximum.

10. The provisions of this code shall apply to all employees regardless of whether the employee is compensated on the basis of a time rate or on a piece work performance.

Administration

The American Association of Smoking Pipe Manufacturers and The National Association of Manufacturers of Smoking Pipes are hereby appointed the agencies for the administration and supervision of the provisions of this code, but the enforcement of the provisions of this code shall be entrusted to a code authority of seven members to be elected by the Associations and three non-voting representatives to be appointed by the President of the United States.

Unfair Trade Practices

1. No member of the Smoking Pipe Industry shall sell or exchange any product of the industry at a price below his own individual cost of production as determined by a standard cost accounting system, to be set up by the code authority for the Smoking Pipe Industry, subject to the approval and supervision of the Administration.

Pursuant to the above provisions, the code authority for the industry shall endeavor to develop and submit to the Administrator for approval within one hundred twenty (120) days after the effective date of this code a uniform system of cost accounting designed to make possible the accurate determination by each member of the industry of his own individual cost of production.

2. Drop lines, surplus merchandise, and distress merchandise can only be sold with the approval of the code authority hereinbefore created.

● ABOVE—FRANK BUCK has lugged tons of rhinos, tigers and gorillas across the Pacific. He *has* to keep his nerves healthy to follow his strange occupation of capturing wild animals *alive!*

● WHETHER YOU'RE ON A HOLIDAY, or hard at work, you'll find that Camels are better for steady smoking.

● FRANK BUCK HAS SMOKED his way around the globe with Camels. He says, "I am a steady Camel smoker. Camels are milder, and they don't upset my nerves."

Steady Smokers turn to Camels

IT IS MORE FUN TO KNOW

Camels are made from finer, MORE EXPENSIVE tobaccos than any other popular brand. You'll appreciate the mildness ...the flavor...the added pleasure in costlier tobaccos.

"Bringing 'em back alive is a job packed with thrills, excitement, and real danger," says Frank Buck. "I am a heavy smoker, as you noticed if you saw my picture, 'Bring 'em Back Alive,' but I can smoke all I want because I smoke Camels. They do not upset my nerves. I prefer their mild, rich flavor, too."

* * *

Turn to Camels and find out for yourself how true it is that Camel's costlier tobaccos taste better... and do not jangle the nerves. Begin today!

Copyright, 1933, R. J. Reynolds Tobacco Company

Camel's Costlier Tobaccos

NEVER GET ON YOUR NERVES
NEVER TIRE YOUR TASTE

3. Each person in the pipe industry agrees not to use any subterfuge to frustrate the spirit and intent of this code, which is, among other things, to increase employment by a universal covenant, to remove obstructions to commerce, and to shorten hours and to raise wages.

4. Employers shall comply with the maximum hours of labor, minimum rates of pay, and other conditions of employment approved or prescribed by the President.

Monopolies

No provision in this code should be interpreted or applied in such a manner as to:

a. Promote monopolies;
b. Permit or encourage unfair competition;
c. Eliminate or oppress small enterprise;
d. Discriminate against small enterprises.

Modification

1. This code and all the provisions thereof are expressly made subject to the right of the President, in accordance with the provision of Clause 10 (b) of the National Industrial Recovery Act, from time to time to cancel or modify any order, approval, license, rule, or regulation issued under Title I of said Act, and specifically to the right of the President to cancel or modify his approval of this code or any conditions imposed by him upon his approval thereof.

2. Such of the provisions of this code as are not required to be included therein by the National Industrial Recovery Act may, with the approval of the President, be modified or eliminated as changes in circumstances or experience may indicate. It is contemplated that from time to time supplementary provisions to this code or additional codes will be submitted for the approval of the President to prevent unfair competition in price and other unfair and destructive competitive practices and to effectuate the other purposes and policies of Title I of the National Industrial Recovery Act consistent with the provisions hereof.

Respectfully submitted.

AMERICAN ASSOCIATION OF SMOKING PIPE MANUFACTURERS.

By: JACQUES BADER,
President.

Recommendations for Fertilizing Flue-cured, Sun-cured and Stripping Tobacco

THESE are the recommendations in reference to the fertilization of flue-cured, sun-cured and shipping tobacco, grown on average soils in Virginia, North Carolina, South Carolina and Georgia for 1934.

I. Fertilizers for Bright Flue-Cured Tobacco

1. Analyses of mixtures and rates of applications:

(1) For Heavy or More Protective Soils—Three per cent. total nitrogen, 10 per cent. available phosphoric acid, and 6 per cent. potash. To be applied at the rates of 800 to 1000 pounds to the acre.

(2) For Light or Less Productive Soils—Three per cent. total nitrogen, 8 per cent. available phosphoric acid, and 6 per cent. potash. To be applied at the rates of 1000 to 1200 pounds to the acre.

Note 1: Where high topping is practiced and heavy yields are expected, the potash content may be increased to 8 to 10 per cent. in a thousand pound application per acre with profitable results.

Note 2: The above analyses may be modified, provided the given ratios are maintained and the recommended sources of plant food are used.

2. For Control of "Sand-Drown" (Magnesia Hunger).

It is recommended that fertilizers carry 2 per cent. magnesia (MgO), at least one-half of which shall be derived from water soluble materials.

3. Chlorine:

Available experimental data from bright tobacco sections of Virginia, North Carolina, South Carolina and Georgia show that a small quantity of chlorine in the tobacco fertilizer increases the acre value of the crop. Experiments have shown, however, that an excessive amount of chlorine in fertilizers used for tobacco injures its growth and reduces quality, producing a thick brittle leaf, which when cured becomes thin, soggy and dull in color. It also has an unfavorable effect upon the burning quality of the cured leaf. It is recommended, therefore, that fertilizers be compounded in such proportions that the fertilizer mixtures shall contain 2 per cent. chlorine.

4. Sulphur:

Since experiments show that maturity is delayed and the colors of the cured leaves have a tendency to be red, when large quantities of sulphur are included in the fertilizer mixtures, it is recommended that fertilizers for bright tobacco be formulated so as to contain a minimum quantity of sulphur.

5. Sources of Plant Food Constituents:

(1) Nitrogen—One-half of the nitrogen should be derived from high grade organic materials of plant or animal origin, such as cottonseed meal, fish scrap, and high grade tankage. (Fertilizers that are claimed to be made according to the recommended formula should contain not less than 50 per cent. of the total nitrogen in organic form and not less than 40 per cent. of the total nitrogen should be water insoluble.) At least one-fourth of the total nitrogen should be derived from nitrate of soda and/or nitrate of potash. The remainder should be derived from such materials as urea and/or standard inorganic sources of nitrogen.

(2) Phosphoric acid—To be derived from superphosphate, double superphosphate and/or dicalcium phosphate.

(3) Potash—To be derived from any source of available potash, provided the chlorine content of the mixed fertilizers so compounded does not exceed 2 per cent. If tobacco by-products are used as a source of potash, these must be sterilized to guard against disease.

II. Fertilizers for Dark Tobacco (Sun-Cured and Shipping)

1. Analysis of Mixtures:

Use 8 per cent. available phosphoric acid, 3 per cent. nitrogen, and 3 per cent. potash.

Note 3. The above analysis may be modified, provided the given ratios are maintained and the recommended sources of plant food materials are used.

2. Amount of Fertilizers:

Use 600 to 1000 pounds per acre in the drill thoroughly mixed with the soil about ten days prior to transplanting. If the analysis is modified as provided for in Note 3, use equivalent amounts of plant food materials per acre.

3. Source of Plant Food Constituents:

(1) Phosphoric acid—derived from superphosphate.

(2) Potash—derived from any source of available potash, provided the chlorine content of the mixed fertilizer so compounded does not exceed 2 per cent. If tobacco by-products are used as a source of potash, these should be sterilized to guard against spread of diseases.

(3) Nitrogen—One-half of the nitrogen should be derived from high grade organic materials of plant or animal origin, such as cottonseed meal, fish scrap, and high grade tankage. (Fertilizers that are claimed to be made according to the recommended formulas should contain not less than 50 per cent. of the total nitrogen in organic form and not less than 40 per cent. of the total nitrogen should be water insoluble.) At least one-fourth of the total nitrogen should be derived from nitrate of soda and/or nitrate of potash. The remainder should be derived from such materials as urea and or standard inorganic sources of nitrogen.

III. Fertilizers for Plant Beds

Injury due to excess of chlorine has been widely observed in tobacco plant beds. Since fertilizers are applied to plant beds in relatively large quantities, even a small percentage of chlorine in the fertilizers may cause plant bed injury. It is, therefore, recommended that only such materials as are practically free of chlorides be used for making plant bed fertilizers. It is, too, recommended that a fertilizer containing 8 per cent. phosphoric acid, 4 per cent. nitrogen, and 3 per cent. potash from the same sources as recommended under Section 1, Subsection 5 be used, except that all potash is to be derived from high grade sulphate of potash and/or sulphate of potash-magnesia. The addition of 1 per cent. available magnesia (MgO) will be beneficial in certain cases and its inclusion is generally to be recommended.

Committee: C. B. Williams, chairman, North Carolina; T. B. Hutcheson, Secretary, Virginia; W. W. Garner, Bureau of Plant Industry; E. E. Clayton, Bureau of Plant Industry; J. E. McMurtrey, Bureau of Plant Industry; T. L. Copley, Virginia; H. P. Cooper, South Carolina; W. M. Lunn, South Carolina; H. R. McGee, South Carolina; E. Y. Floyd, North Carolina; R. F. Poole, North Carolina; L. G. Willis, North Carolina; E. G. Moss, North Carolina; E. C. Westbrook, Georgia; and J. M. Carr, Georgia.

Recommendations Dealing With Downy Mildew or Blue Mold Disease of Tobacco

This disease is caused by a fungus which spreads from plant to plant and bed to bed by the spores produced on the under leaf surfaces. These spores are very light and are easily carried by air currents or by men. Since the spores produced during one night are practically all dead by noon of the day following, it is advised that during the early stages of disease attack, when the infection is present in only a few spots, the chances of disease spread be reduced by working in the beds during the afternoon.

Beds in some locations are more severely attacked than in others, hence it is advisable to sow several beds. Generally beds in warm sunny locations suffer the least from the disease, and the plants in such beds make the most rapid recovery.

Early sowing is recommended because large plants are not injured as severely as small plants, and recover more quickly.

Thin stands give stronger plants which are better able to withstand the disease.

No fertilizer treatment will control this disease.

Sometime after the disease makes it appearance in the bed, there follows a period of severe disease attack. This period is usually limited to three to four days, after which plants begin to recover. During the recovery period every effort should be made to provide good growing conditions. If the soil is dry the plants should be watered. Usually the plants will not require fertilization at this time, but in cases where there is distinct evidence of nitrogen shortage one or two applications of nitrate of soda may be made at the rate of not over two pounds in 100 gallons of water to 100 square yards of bed. Excessive treatments of any sort will cause great injury by checking the plants and retarding recovery.

With respect to transplanting, it is advisable when possible to get the plants into the field in advance of disease attack. Plants should not be transplanted during the period that the disease is most severe. Plants that have been attacked by this disease are often in a weakened condition and should receive extra care in transplanting.

At the present time spraying is not recommended for the control of this disease.

While the above recommendations will be of considerable aid to growers, it is to be emphasized that more effective measures for controlling this disease must be worked out.

Subcommittee of Plant Pathologists of the Southeastern Tobacco Research Committee: E. E. Clayton, U. S. D. A.; R. G. Henderson, Virginia; and R. F. Poole, North Carolina.

The Tobacco World

BAYUK BULLETIN

VOLUME I — OCTOBER 15, 1933 — NUMBER 21

PHULOFAX
(The Retailer's Friend)
SAYS

Didja know this? "The average age of the population of this country will soon reach 35 years or over"—so says United States News. Well, it's among men who've reached years of discretion that we find the greatest number of cigar smokers.

—o—

But let's not get gray hairs in our head trying to figure out how many men smoke cigars . . . let's say that every man could increase his smoke-pleasure if he DID smoke cigars—and then get busy getting a convert to cigars every working day and on Sunday, too.

—o—

If you had to go out and get a new job, Mr. Salesman, do YOU know what your three best qualifications are?

—o—

"A good IMPRESSION without EXPRESSION is DEPRESSION" so sends in L. M. T. Okeh, Leo, send us 250.

—o—

Are you laying the groundwork for box trade to Mr. Smoker for Thanksgiving Day . . . for Christmas Day . . . getting names and addresses of potential customers . . . their favorite brand, etc.?

—o—

How much rent do you pay, Mr. Retailer, as against your volume of business? Department of Commerce says "Average rent paid by retail stores in the United States amounts to $4.17 for each $100 of sales." Enlightening, isn't it? These figures as of 1919. Rents lower now? Sales higher?

—o—

If a jobber or a retailer pirates controlled brands of cigars, isn't that jobber or retailer just as guilty of "unfair competition" as the jobber or retailer who ships controlled cigar brands out of the allotted territory?

—o—

O. L. B. inquires "Should a salesman be an advertising man?" D. B. I.'s answer is that a salesman IS an advertising man.

—o—

Read these two salesmen's reports. Both work in adjacent territories catering to same kind of consumers' trade. A says, "Out of my 480 customers, 107 have my X brand of cigars but it is not selling." B, the other salesman says, "Out of my 482 customers, 439 have my X brand of cigars and it is selling fine." What's the difference between these two territories?

Phil M. Phulofax*
D. B. I.

*Associated with BAYUK CIGARS, INC., Philadelphia—Makers of fine cigars since 1897

MEMOIRS OF ALEX SMART

Supersalesman tells of jobs he almost got

SYNOPSIS: "The fact that I've been with practically every cigar manufacturer in the United States for periods of two weeks to at least two months, amply qualifies me to pass judgment on what's wrong with them and what's right with us salesmen," writes Mr. Smart by way of introduction. In the opening chapter of his memoirs, the author tells how he left his first job after a disagreement with an employer who was too dumb to "have learned me anything."

There were four other jobbers in the town wherein I was living at that time and I proposed to give each one of them the chance to hire me, but I used my head alright . . . I didn't want to appear anxious, for you see it was in the summer time and this town got big business from the nearby shore resorts. . . . All the jobbers were mighty busy during the "season" and everyone had to work pretty hard. If I didn't locate myself with any of them until the fall, it was okay by me, as my ideas would not go over so hot or get the attention they deserved when all the jobbers were doing lots of business anyhow.

Then, too, the salesmen of all these jobbers had to work very late nights during the rush period of resort business and so did the Bosses. Well, as I said before, if I didn't hook up until after the busy season, the jobbers would just have to get along without me until things slowed up a little and I could demonstrate my brain-stuff to better advantage.

They Don't Come Too Big For Me

Anyhow, I went to see the largest jobber first . . . they don't come any too big for me . . . called on him quite early in the morning along about, say, 10:30. His whole works were hustling, getting up and shipping out orders. I slipped right up to the Boss and let him have it right out of the barrel: "Do you want a good man to bring in more orders, Mr. Boss?" says I . . . real snappy-like, you know.

"No," came back he, "could use someone to help get out orders though." I stood for that disparaging inference and held my temper, but I had to defend myself, and said, "Say, Mister, I'm no shipping clerk . . . what do you think I am? . . . Where dahell did you get the idea of my helping get out orders? . . . I bring 'em in, I do . . . I'm a Salesman." I impressed him alright 'cause he replied, "Well, I can't fool with you now . . . come back at 5:30 this afternoon and I'll look you over." Me back at 5:30 with a twilight baseball game called at 5 o'clock? Well, what was my fun was his funeral, and I passed that busy bird up.

At the baseball game, I ran into a friend of mine. I asked him if he knew of any of the jobbers who wanted a good salesman. He told me he did and asked if I knew of a good salesman who wanted a job . . . I said I knew one and he asked me who it was. I replied that I was the fellow who wanted to make a connection. He said, "Oh, the jobber I had in mind wants a good salesman."

The dumb cluck . . . it took me another three minutes to convince him that I was talking about myself and, finally, he told me the name of the jobber who wanted a good salesman. They were a fine house, so he said . . . nice people to work for . . . expected every man to get on the job and stay on the job. With my eagle eye looking after No. 1, I inquired "how did they pay" and he commented that Dun and Bradstreet said they paid good. I never heard of Bradstreet . . . somehow or other thought I knew a salesman by the name of Dun . . . and if both these brother-salesmen said the house paid alright, I was willing to take a chance but they'd have to pay my price, believe you me.

Another Jobber Misses A Good Thing

When I went to see this jobbing house, we got down to the question of business pronto. The main squeeze of this concern was not a bad fellow and when I told him I was willing to accept a job with him, he thanked me and said, "that was real nice of me." Before he had an opportunity to get me to listen as to the territory which was open, I butted right in and informed him as to the salary I could afford to accept from him.

Of course, I had little or no knowledge of what lines he carried or what volume of business he anticipated from whatever territory I was to cover, but those minor points could wait until the status of the old filthy lucre was settled with me . . . no use my worrying about chances of advancement to better jobs with his house.

If I was willing to go to the bat for him, I wanted the salary I thought I might be able to earn . . . whether I did or not, was his gamble. The most he could lose was what he paid me while I was finding out whether I liked the job or not. I used up a liberal line of lingo to score these viewpoints and finally did let him get in a word edgewise. He said that I seemed to be more interested in what I got out of the job instead of what I put into the job . . . that, if I were half as good a man as I thought I was, I was too high priced for him.

I didn't get all he said, but to hurry it up a little, I told him I'd take 10% less than my original asking price. He came back with, "Listen, if I paid you nothing for my estimation of your value, I'd expect a refund." That went over my head 'cause of my being a smart business man and not up on the meaning of wise-cracks. Anyhow, I saw he was not making any headway with me so I gave him the opportunity to take up no more of my time by saying, "Well, I guess we can't get together today. I'll come in to see you some other time."

That made him real polite and he remarked—"Yes, do . . . but be sure to call me on the 'phone first as to when you'll be here." Of course, I told him I'd favor him to that extent. I called him up at least a half-dozen times and his operator always informed me that he was out. Lucky break I got in not tying with such a house—the Boss was never in.

(To be continued in next issue)

Does Alex Smart land a job on his next attempt? What talking points does he use? Maybe employers do not agree with Alex Smart's ideas but maybe the employers have been wrong and are wrong. Readers are requested to withhold judgment until final installment. You ain't read nothing yet.—Author.

DEALER CASHES IN ON HANDICAP

News Sleuth C. T. Herbert sends in a story of the world's most unusual smoke shop. It is a combination cigar store and lunch counter—owned by a man who is a deaf mute and manned by two assistants who likewise neither hear nor speak.

Many of the customers of this Silent Smoke Shop are mutes from a nearby institution. But the personnel have developed an uncanny ability to read lips, interpret signs and even to tell by the direction of the customer's eyes which brand of cigar he wants. Thus they have no difficulty in serving ordinary patrons.

The proprietor of this unusual shop is a shining example of the old saying that you can't keep a good man down. By intelligence and grit he has transformed a handicap into an advantage. The novelty of the shop and its sales force has resulted in an enviable volume of trade.

What can you do to make your store appeal to some particular class of trade, as well as the general public? Think it over.

THE "SWITCHER" WILL GIT YOU

—if you don't watch out. So says John J. Snyder, veteran cigar salesman.

There are still plenty of "brand switchers" among cigar smokers (writes Mr. Snyder). So, Mr. Salesman, don't let any dealer kid you that it's not necessary for him to display your brand prominently "because it has a big call anyway." That's hooey with a great big H.

"Out of sight, out of mind" is only too true. The fastest selling cigar in the world won't keep up its volume if it's hidden away. And furthermore, it's to the dealer's advantage to display the fast sellers. It's just plain commonsense to back proved winners rather than a lot of also rans.

MANY ENTRIES IN "GRAND OLD MAN" RACE

The Bayuk Bulletin's offer of a five-dollar prize for the oldest cigar salesman still actively selling for a jobber, manufacturer or dealer has brought in a host of entries. If you are a real old timer . . . or know of one . . . write to Phulofax, care of Bayuk Cigars, 9th Street and Columbia Avenue, Philadelphia. The contest closes November 1st.

Among the contenders for the prize are: A. J. D. Fink, C. R. Cox, Sol Cohn, A. B. Creech, C. O. McClure, J. J. Snyder, D. M. Shannon, H. D. Soyster, E. C. MacAllister, F. A. Niemiller, A. G. Nesbit, Harry E. Reed.

BAYUK BRANDS BUILD BUSINESS

Bayuk Philadelphia Perfecto
Havana Ribbon
Mapacuba
Charles Thomson
Prince Hamlet

PHILADELPHIA.

Will Endorses Price Control

IN A HEARTY endorsement of price control, Frank G. P. Will, executive vice-president of G. H. P. Cigar Company, said: "While our business is not directly affected by the proposed Retail or Drug Code, we wish to express our emphatic endorsement of the principle embodied in these codes in relation to whole or partial cost recovery by retailers. We want to impress upon you that the cigar and cigarette retailers are dependent upon price control.

"During the past few years the large interests and chiselers have absolutely destroyed and put out of business many small dealers. Without price control, small cigar, cigarette and tobacco dealers are positively doomed, because there is no question but what the chiseler will soon use the advantages secured against the small dealer."

Bayuk Bits

A. H. Lehmann, of the Kearney-Lehmann Co., Buffalo, N. Y., visited Bayuk headquarters with his son, both very enthusiastic over the way Bayuk Phillies are appealing to consumers in their distributing sector. Undaunted by the Senators' loss of theWorld's Series, the Washington Tobacco Company continues to win with Bayuk Phillies, hitting them out to the far corners of the territory. William Callahan, proprietor of the Atlantic Tobacco Company, distributing Bayuk Phillies throughout Cape May County, N. J., stopped in at Bayuk headquarters the other day and arranged for holiday shipments.

Cigar Box Factory Strike Settled

A strike at the Elkeles cigar box factory at Quakertown, Pa., involving 150 workers and in progress since September 10th, over wage disputes, was settled last week through Federal Labor Department and American Federation of Labor representatives. All employees will be given their former positions.

Jack Merriam, of M. Bustillo & Merriam, Tampa manufacturers of the Espadilla, was a visitor at Yahn & McDonnell last week, and Joseph F. Martin, of the Nicholas Co., New York City, was a visitor this week.

Trade Notes

The Royalist factory, North Second Street, is maintaining a steady pace to meet the demand for their brand.

Mr. Greenwood, of the Pinkussohn Tobacco Co., was in town last week gathering in the orders for holiday shipment.

Picketing continued in Philadelphia last week, and a prominent department store was the offender, having advertised popular brands of cigarettes at ninety-seven cents a carton.

Yahn & McDonnell, local distributors, are putting on an aggressive sales campaign this week on Peper's Pouch Mixture, retailing at 25 cents, and Listerine Cigarettes, both products of the Christian Peper Tobacco Co., St. Louis.

I. B. White, manager of the cigar department of John Wagner & Sons, made a trip through eastern Pennsylvania territory on Monday in the interest of his firm's brands and returned with encouraging reports and a splendid volume of orders. He experienced an exceptionally good call for the higher priced brands.

George Zifferblatt, of Geo. Zifferblatt & Co., South Third Street manufacturers of the Habanello, has just returned from a trip through the middle western territory, returning via Buffalo and Pittsburgh. He reports a decided improvement in conditions in the territory covered, and the outlook for future business highly promising.

David F. Morris, able co-partner with Charlie Bond in the agency of the Philippine Government, was in Philadelphia last week en route to Baltimore and Washington in the interest of promoting the sale of Manila cigars. Dave reports that Manila business is enjoying a nice demand and sincerely believes that that demand will continue to improve in the coming months.

Hearing for Cigar Container Code

A PUBLIC hearing on a Code of Fair Competition for the Cigar Container Manufacturing Industry will be held in the caucus room of the Old House Office Building on Thursday, October 19, 1933, at 10 A. M., by Deputy Administrator Tom Glasgow, it was announced by the National Recovery Administration on Wednesday.

The proposed code sets up the National Cigar Box Manufacturers Association as the Code Authority and sets up a forty-hour work week maximum with an exception of forty-eight hours per week during peak periods when permission shall be given by the Code Authority.

Three minimum wage scales are set up, that in the Pacific Coast States to be forty cents per hour, in the northern and eastern States thirty-two and a half cents per hour and in the southern States thirty cents per hour.

Protest Against Price Cutting

TOBACCO retailers in New York and Philadelphia have protested to President Roosevelt against the cigarette price policy of the A. & P., maintaining that the chain store's price cutting is a violation of the N. R. A. and a breach of trade ethics calling for governmental intervention.

A part of the Philadelphia protest consisted of picketing 100 of the A. & P. stores for two days.

STATEMENT OF THE OWNERSHIP, MANAGEMENT, CIRCULATION, ETC., REQUIRED BY THE ACT OF CONGRESS OF AUGUST 24, 1912.

Of THE TOBACCO WORLD, Published Semi-Monthly at Philadelphia, Penna., for October 1, 1933.

State of Pennsylvania, } ss.
County of Philadelphia, }

Before me, a Notary Public in and for the State and County aforesaid, personally appeared Gerald B. Hankins, who, having been duly sworn according to law, deposes and says that he is the business manager of THE TOBACCO WORLD, and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management (and if a daily paper the circulation), etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, embodied in Section 411, Postal Laws and Regulations.

1. That the names and address of the publisher, editor, managing editor and business manager are:

Publisher—The Tobacco World Corporation, 236 Chestnut Street, Philadelphia, Pa.

Editor—Hobart B. Hankins, 236 Chestnut Street, Philadelphia, Pa.

Managing Editor—None.

Business Manager—Gerald B. Hankins, 236 Chestnut Street, Philadelphia, Pa.

2. That the owner is: The Tobacco World Corporation, 236 Chestnut Street, Philadelphia, Pa.—Hobart B. Hankins, 236 Chestnut Street, Philadelphia, Pa.

3. That the known bondholders, mortgagees and other security holders owning or holding one per cent. or more of the total amount of bonds, mortgages or other securities are: None.

4. That the two paragraphs next above, giving the names of the owners, stockholders and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company but also, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting is given, also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner; and this affiant has no reason to believe that any other person, association or corporation has any interest direct or indirect in the said stocks, bonds or other securities than as so stated by him.

GERALD B. HANKINS,
Business Manager.

Sworn to and subscribed before me this 22d day of September, 1933.

W. KING ALLEN,
(Seal) Notary Public.

My commission expires January 22, 1937.

MURIEL
NEW SIZE
5¢

Only mass production makes possible this excellent 10¢ cigar quality for 5¢.

Mfd. by
P. LORILLARD CO., INC.

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Established 1886

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OP'TIMO CIGARS

Manufactured by **A. SANTAELLA & CO.**

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FACTORIES: Tampa and Key West, Florida

OUR HIGH-GRADE NON-EVAPORATING

CIGAR FLAVORS

Make tobacco mellow and smooth in character and impart a most palatable flavor

FLAVORS FOR SMOKING and CHEWING TOBACCO

Write for List of Flavors for Special Brands

BETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS

FRIES & BRO., 92 Reade Street, New York

Classified Column

The rate for this column is three cents (3c.) a word, with a minimum charge of seventy-five cents (75c.) payable strictly in advance.

POSITION WANTED

CIGAR SALESMAN COVERING EASTERN PENNSYLVANIA and Local Territory desires connection. Large following. Address Box No. 580, "The Tobacco World."

Newspaper and magazine advertising executive, thoroughly experienced, formerly with local newspapers and agencies, and also advertising manager. Position with firm desiring an advertising man, salesman or assistant to manager. Knows marketing, merchandising and distribution. Salary not as important as opportunity to demonstrate actual worth and ability. References the highest. Address, F. H. Riordan, 5915 Webster Street, Philadelphia, Pa.

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OFFICE AND FLOORS FOR CIGAR MANUFACTURING OR STORAGE—No parking restrictions; good location; low rent; freight elevator and loading platform. Will divide. Metals Coating Company of America, 495 North Third Street, Philadelphia.

HAVANA CIGARS

BEER WITHOUT CIGARS, IS LIKE KISSING WITHOUT LOVE—Adopt as your slogan, "Kiss your beer, but love your cigars." Specially those Havana blended, "Good to the last Puff," manufactured by A. Ramirez & Co., Post Office Box 1168, Tampa, Fla. Write them for particulars today.

Tobacco Merchants' Association Registration Bureau, 341 Madison Ave. NEW YORK CITY

Schedule of Rates for Trade-Mark Services Effective April 1, 1916.

Registration,	(see Note A),	$5.00
Search,	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATION

DAILY DOUBLE:—46,245. For plug, twist, smoking, scrap, fine cut tobacco, snuff and cigarettes. September 28, 1933. Scotten Dillon Co., Detroit, Mich.

TRANSFER

WHITE ORCHID:—14,431 (Trade-Mark Record). For cigars. Registered February 7, 1895, by Geo. Schlegel, New York, N. Y. Transferred to P. E. Reichard Co., Red Lion, Pa., and re-transferred by C. B. Stabley, Red Lion, Pa., Trustee in Bankruptcy for P. E. Reichard & Co., to H. L. Neff & Co., Red Lion, Pa., October 2, 1933.

Rotterdam Sales Light

THE AUGUST trade in American leaf tobacco at Rotterdam was very quiet and few transactions were consummated. Vice Consul H. L. Rose advises, in a report made public in part by the Tobacco Division, Department of Commerce, that most of the business transacted was in Maryland, chiefly in the low grades or seconds. Very little Kentucky tobacco changed hands, and there were practically no sales of Virginia. The South Carolina crop is said to be very high in price, as a result of which buyers are holding off, awaiting a decline in price.

It was generally expected that Eastern North Carolina tobaccos would be reduced in price, but it has become known in Rotterdam that American growers are withholding tobacco from the markets, awaiting an agreement for increased prices. Figures covering imports of American tobacco into the Netherlands have not been made available. A comparison for the first seven months of 1933 with the same period of 1932 shows that, although the volume exceeded that of 1932 by 7.3 per cent., the value decreased 4.6 per cent.

More than half of the imports (51.4 per cent.) consisted of Virginia tobacco, and the percentage of Kentucky was 26.7; Maryland, 19.1; and Seedleaf, 2.8 per cent.

Send Two Dollars, with the coupon below to The Tobacco World, 236 Chestnut St., Phila., Pa., and get your copy twice a month for a year.

Name_____

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NOVEMBER 1, 1933

VOLUME 53 No. 21

THE TOBACCO WORLD

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COMMON SENSE

The importance of attractive and dependable containers for fine cigars is recognized by the progressive cigar manufacturer.

Generally the brands that are increasing their goodwill in this present analytical market are packed in the *new improved AUTOKRAFT cigar boxes.*

Cigar Manufacturers who have not investigated the value of the merits and economies of the splendid and inviting package may obtain complete details promptly by addressing the AUTOKRAFT BOX CORPORATION.

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LIMA OHIO
A Nation Wide Service

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PUBLISHED ON THE 1ST AND 15TH OF EACH MONTH AT 236 CHESTNUT ST., PHILA., PA.

After all nothing satisfies like a good cigar

WOODEN BOXES

Are the Only Natural Humidor for Cigars.

Pack your cigars in wooden boxes and preserve their delicate aroma, mellowness and flavor right up to the time they are passed over the counter to the customer.

Discriminating cigar smokers prefer to select their favorite brand from a wooden box—and it's good business to cater to the dealer and consumer by packing your cigars in wooden boxes.

WHEN BUYING CIGARS
Remember that Regardless of Price
THE BEST CIGARS
ARE PACKED IN
WOODEN BOXES

THE TOBACCO WORLD

Vol. 53 NOVEMBER 1, 1933 No. 21

The TOBACCO WORLD has signed the President's agreement and is operating under the NRA Code, gladly and wholeheartedly co-operating to the fullest extent in the Administration's effort to promote industrial recovery.

▲

WITH the signing of the master Retail Code by President Roosevelt last week, much of the uncertainty prevailing in the minds of retailers throughout the country has been dispelled, although the loss limitation provision of the approved code was highly disappointing to the many small independent merchants.

While this provision begins with the declaration that "In order to prevent unfair competition against local merchants, the use of the so-called 'loss leader' is hereby declared to be an unfair trade practice," this section further states that "this declaration against the use of 'loss leaders' by the storekeeper does not prohibit him from selling an article without any profit to himself. But the selling price of articles to the consumer should include an allowance for actual wages of store labor, to be fixed and published from time to time by the trade authority hereinafter established." If the words "shall include" had been used in place of the words "should include," then this provision would have been more nearly satisfactory to the thousands of small retailers who have been struggling for an existence, but as the provision now stands it leaves great opportunities for evasion of this most important feature of fair competition.

THERE are also still plenty of opportunities for "Bargain Sales" since retailers may conduct bona fide clearance sales; may cut prices on highly perishable merchandise, on imperfect or actually damaged goods, on bona fide discontinued lines, or in the complete and final liquidation of business. Any retailer is also permitted to price his merchandise so as to meet the prices of his competitor, if the latter's prices shall be fixed in conformity with the code.

The code, however, does not apply to retailers of tobacco and its products, and there is a bare possibility that the tobacco industry may receive a more advantageous provision in reference to these "loss leaders."

The master Retail Code also exempts retailers in towns of less than 2500 population (according to the 1930 census), although it does include chain stores operating in such towns, and thus substantiates the repeated statements of the NRA that the act is intended to protect the "little fellow" from the overpowering competition of "big business."

While the master Retail Code leaves much to be desired, it should be remembered that all codes are subject to modification when and if conditions warrant, and if, after a fair trial, it is found that the present provisions of the code have not and apparently will not accomplish the avowed purposes set forth, then it will undoubtedly be modified, or amended, to effect such purposes.

DESERVING a place in the proposed, but never started, cigar promotion program are the following paragraphs from William Feather's "A Business Man's Philosophy," a copyrighted daily feature appearing in the Philadelphia *Public Ledger* and other newspapers:

"However much some men may enjoy cigarettes or a pipe, there are moments when a cigar is the supreme smoke. In these moments nothing takes the place of a cigar.

"Many smokers require only two cigars a day. One is smoked with coffee after lunch, and another with coffee after dinner. Cigarettes and pipe are adequate for the other spaces.

"Thorough enjoyment of a cigar comes with complete relaxation. A good cigar is worthy of one's entire attention. It should not be smoked when one is hungry or hurried or angry or worried. The companionship one enjoys while smoking a cigar is almost as important as the quality of the cigar. The conversation that befits a clear Havana of robust shape must be tolerant and expansive. Any suggestion of meanness makes the smoke bitter. A nervous waiter or hostess ruins a good cigar.

"If a young man smokes at all, it is a good sign when he learns to enjoy an after-dinner cigar. He is less likely to suffer from indigestion. Cigar smokers are inclined to be substantial citizens, able to think things through.

"It is significant that women rarely smoke cigars. A cigar does not fit the feminine temperament. The cigar is about the only male pleasure that women have not adopted for their own. One of the minor tragedies is that, not liking cigars, they have compelled so many men to give them up."

SOMETHING refreshingly new in the way of symphony broadcasts—concerts of less than fifteen minutes each, instead of more than an hour—will be offered six nights a week to carry Chesterfield's radio advertising, beginning late in November. The symphonies will be played by the Philadelphia Orchestra, directed by Leopold Stokowski, who will briefly describe the music for the better understanding and appreciation of the listeners.

The TOBACCO WORLD (established 1881) is published by Tobacco World Corporation; Hobart B. Hankins, President and Treasurer; Gerald B. Hankins, Secretary. Office, 236 Chestnut Street, Philadelphia, Pa. Issued on the 1st and 15th of each month. Subscriptions, available only to those engaged in the tobacco industry, $2.00 a year, 20 cents a copy; foreign, $3.50 a year. Entered as second-class mail matter, December 22, 1909, at the Post Office, Philadelphia, Pa., under the Act of March 3, 1879.

Code of Fair Competition for the Cigar Manufacturing Industry

FOLLOWING is a copy of the important provisions of the Code of Fair Competition for the Cigar Manufacturing Industry, as submitted to the Agricultural Department on October 27th. The hearing will probably be held on November 8th.

ARTICLE II
Definitions

As used in this Code, the following words and phrases shall be defined as follows:

(14) "Accredited Cigar Jobber" as used in this Code means and includes any wholesale distributor of cigars who maintains a representative sales organization and has an exclusive selling arrangement for a brand or brands of cigars for which he assumes the responsibility of promotion, distribution and care in a definite territory assigned to him.

(15) "Cigar Service Jobber" as used in this Code means and includes any wholesale distributor of cigars in a territory where a cigar manufacturer does not have an accredited cigar jobber (as defined in paragraph (14) above), who is not held accountable by the manufacturer of the cigars handled, for promotion, distribution or care of the brand and does not have an allotted territorial assignment. (A jobber may be an accredited cigar jobber as to a certain brand or brands and a cigar service jobber as to others.)

(16) "Sub-jobber" as used in this Code means and includes any person performing the functions of a wholesale distributor of cigars, who purchases some or all of his cigars from jobbers instead of directly from manufacturers.

(17) "Retailer" as used in this Code means any dealer in cigars who sells directly to the consumer.

(18) "Chain of Stores" as used in this Code means a group of retail stores having single ownership and maintaining one or more bona fide central distributing depots from which individual units are serviced and also bona fide central buying, storing, supervising and accounting organizations.

(20) "Trade Buyer" means any buyer as distinguished from ultimate consumer buyer.

(21) "Ultimate Consumer Buyer" means one who buys a product for his own consumption or use and not for resale.

ARTICLE IV
Hours

1. No employer shall employ any clerical, accounting or other office employee in excess of forty hours in any one week, or eight hours in any one day with the following exceptions:

(*a*) Executive, supervisory, technical and administrative employees, provided that they receive regularly thirty-five dollars per week or more, and outside salesmen.

(*b*) Watchmen, provided, however, that they shall not work more than fifty-six hours per week.

(*c*) Chauffeurs and deliverymen, provided, however, that they shall not work more than forty-eight hours per week.

(*d*) Firemen and engineers, provided, however, that they shall not work more than forty-four hours per week.

2. No productive employee employed in the machine manufacturing part of the industry shall be employed more than forty hours per week, provided, however, that these limitations as to hours of employment shall not apply when seasonal or peak demand requires more than forty hours per week. In cases of seasonal or peak demand no employee shall be permitted to work for more than forty-five hours per week during three months in the calendar year, and in no event shall any employee work for more than two thousand hours in any year.

3. No productive employee employed in the hand-made part of the industry shall be employed more than forty-three hours per week or more than nine hours in any one day.

4. No productive employee employed in the manufacture of stogies shall be employed more than forty-three hours per week or more than nine hours in any one day.

5. The maximum hours fixed above shall not apply to employees on emergency repair work, provided that any employee working beyond eight hours per day and forty-four hours per week shall be compensated by at least time and one-third, and reports shall be made monthly to the Code Authority stating number of hours so worked in excess of the maximum.

6. Hours worked in excess of the maximum stated in the preceding sections and all time worked, except by watchmen, on Sundays and legal holidays, shall be compensated at the rate of time and one-third.

7. No employee shall be permitted to work more than six days in any seven-day period.

8. No shipping department employee shall be permitted to work more than eight hours in any one day or forty-four hours in any one week, and shall be paid overtime at the rate of time and one-third in case they work in excess of these basic hours.

ARTICLE V
Wages

1. No clerical, accounting or other office employee shall be paid at the rate of less than $15 (fifteen dollars) per week.

2. No watchman shall be paid at a rate of less than $15 (fifteen dollars) per week.

3. No employee other than those covered in Paragraphs 1 and 2 above shall be paid at a rate of less than 32¢ (thirty-two cents) per hour with the exception of cigarmakers in the hand-made cigar manufacturing industry and the stogie manufacturing industry who shall be paid at a rate of not less than 28¢ (twenty-eight cents) per hour.

4. No stripper shall be paid at a rate of less than 22½¢ (twenty-two and one-half cents) per hour.

5. Unskilled labor in Virginia, South Carolina, North Carolina, Mississippi, Georgia, Alabama, Louisiana, Arkansas, Kentucky, Tennessee, Texas and Florida shall be paid not less than 25¢ (twenty-five cents) per hour.

6. Hand cigar workers who are classed as "slow workers" by reason of age or otherwise and who shall not exceed 15 per cent. of the total number of such workers shall be paid the piece rate established for their class of work in such factory, but the piece rate need not yield the minimum hourly rate provided in Paragraph 3 above. Each employer shall submit a monthly report to the Code Authority giving the number of "slow workers" on the payroll. Except as herein provided, it is agreed that the piece rate shall yield the minimum rate of pay provided in this Code.

7. Employers shall not reduce the compensation for employment now in excess of the minimum wages hereby agreed to (notwithstanding that the hours worked in such employment may be hereby reduced) and shall increase the pay for such employment by an equitable readjustment of all pay schedules.

8. It is agreed that where male and female employees perform substantially the same duties or do substantially the same work, they shall receive the same rate of pay.

9. The provisions relating to hours and minimum wages shall be in effect for nine months from the effective date of this Code in order that the industry may determine exact labor costs in various divisions of the industry and to afford the President or his Administrator an opportunity to determine whether such provisions will effectuate the purposes of Title I of the National Industrial Recovery Act. At the expiration of nine months, the industry shall petition the President or his Administrator to review the provisions relating to hours and minimum wages and to extend the effective period or approve revisions thereof provided, however that if the industry does not present a petition for new consideration of these provisions nine months from the effective date of the Code said provisions shall remain in effect, but the President or the Administrator shall have the right to call upon the industry to submit reports on hours and wages for further consideration of them after the expiration of nine months.

ARTICLE IX
General Provisions

A

As to Sales by Cigar Manufacturers

SECTION 1. Each manufacturer of cigars shall record with the Council the minimum sales price at which each of the products of his manufacture is intended to be sold at retail (exclusive of any governmental tax or charge thereon required to be paid by the jobber or retailer), which price, hereinafter referred to as "the retail price," shall constitute the basis of computing the discounts and terms for all dealers as hereinafter provided; and shall also record with the Council the discounts to be allowed by him from the retail price in connection with the several respective classes of transaction described in subdivisions (*a*) to (*d*) inclusive of Section 2 hereof, provided, however, that no cigars shall be sold by manufacturers to retail at less than three for ten cents, excepting, however, package goods, cheroots, cigars and stogies weighing less than thirteen pounds per thousand.* The retail price and within the limits hereinafter prescribed, the discounts shall be subject to change at the discretion of the manufacturer, provided the revised price or discounts as the case may be, be recorded with the Council at least ten days before the change becomes effective. The retail price shall be prominently marked on each container of cigars.

SECTION 2. From the recorded retail price, each cigar manufacturer shall, as to each of his products, allow discounts to be established by him in his discretion within the limits hereinafter in this Section 2 prescribed, as follows:

(*a*) In the case of sales, if any, to retailers other than sales to chains of stores and other than drop shipment sales under subdivision (*d*) of this Section 2, a discount of not less than 20 per cent. nor more than 28 per cent.

(*b*) In the case of sales to accredited cigar jobbers, a discount, in addition to the discount which shall have been established by the manufacturer under subdivision (*a*), of not more than 14 per cent. and not less than a definite percentage to be determined by the Secretary, at the time of the approval of this Code, between 8 per cent. and 10 per cent. inclusive.

(*c*) In the case of sales to cigar service jobbers, a discount, in addition to the discount which shall have been established by the manufacturer under subdivision (*a*), of not less than 5 per cent. nor more than 8 per cent.

(*d*) In the case of sales on drop shipments to retailers or sub-jobbers (which may be made in the discretion of the cigar manufacturer, but (1) only in quantities of not less than 2000 cigars in the case of Class A and Class B, and not less than 1000 cigars in the case of Class C or higher classes, and (2), if such cigar manufacturer has an accredited cigar jobber in the territory to which the shipment is to be made, only with the consent or at the request of the accredited cigar jobber) there shall be established a discount for the drop shipment purchaser (in addition to the discount which shall have been established by the manufacturer under manufacturer or jobber, whichever shall make the billing, subdivision (*a*)) of not more than 5 per cent., to be allowed by the and the cigar manufacturer may, in connection with each such drop shipment sale, allow the accredited cigar jobber, if any, requesting or consenting to the drop shipment sale, a service credit, provided, however, that the total of the service credit and the discount allowed respectively to the accredited cigar jobber and the drop shipment purchaser shall not exceed the 14 per cent. set forth in subdivision (*b*) above.

(*e*) In the case of sales to chains of stores, discounts not exceeding the discounts which the manufacturer shall have established for his sales to accredited cigar jobbers under subdivision (*b*) provided, however, that each cigar manufacturer may determine in his own discretion to which chains, if any, he will make direct sales and, within the limits hereinabove prescribed, the amount of discounts on each such sale.

On each transaction in any of the categories (*a*) to (*d*) inclusive above described, the cigar manufacturer shall allow, and on each transaction under subdivision (*e*) he may allow, a further discount of 2 per cent. for cash within his established credit term.

Manufacturers shall be under no obligation to make sales to retailers and, subject to the provisions of subdivision (*d*) in relation to drop shipments and the provisions of subdivision (*e*) in relation to sales to chains of stores, they shall be governed, in making

*It is contemplated that immediate action be taken as provided by law to prevent the importation of cigars selling at retail at less than three for 10 cents.

such sales, if any, to retailers by the terms and conditions under which jobbers and sub-jobbers are required to supply such retailers as in this Code provided.

Nothing herein contained shall prevent any cigar manufacturer from establishing within the percentage limits hereinabove prescribed a different schedule of discounts with respect to each of the several brands, sizes, shapes or prices of his products, or a schedule of discounts different from that of any other cigar manufacturer; but each cigar manufacturer shall apply his established system of discounts uniformly as to each of the classes of transactions above enumerated in subdivisions (*a*) to (*d*) inclusive, and within each of the said classes of transactions there shall in no case be any individual variation or variations from the discount or discounts so established by such cigar manufacturer. The service credits provided for in subdivision (*d*) need not be uniform and may vary in each individual case.

General Provisions

The following provisions (B and C) affecting jobbers and retailers shall be incorporated as part of the terms and conditions of sale by cigar manufacturers.

B

As to Sales by Jobbers or Sub-Jobbers

SECTION 1. Each jobber upon each resale of cigars which he may in his discretion make to a sub-jobber shall allow the sub-jobber the discount from the recorded retail price which such jobber shall have received with respect to the said cigars from the cigar manufacturer as established under Part A, Section 2, subdivision (*a*), plus a further discount of not more than 5 per cent., and shall allow a further discount of 2 per cent. for cash paid within the jobber's credit term; and the jobber shall not allow or grant any other discount or any reduction or rebate, direct or indirect.

SECTION 2. Each jobber and each sub-jobber upon each resale of cigars to a retailer, shall allow the retailer the full discount from the recorded retail price which such jobber or sub-jobber as the case may be, shall have received with respect to the said cigars from the cigar manufacturer or jobber as the case may be, as established under Part A, Section 2, subdivision (*a*), and shall allow a further discount of 2 per cent. for cash paid within the credit term of the jobber or sub-jobber as the case may be, and neither the jobber nor the sub-jobber shall allow or grant any other discount or any reduction or rebate, direct or indirect; provided, however, that any jobber upon any sale to a chain of stores receiving upon direct sales from the manufacturer any discount in addition to the discount established under Part A, Section 2, subdivision (*a*), may allow such chain of stores, upon the same brand or product, a further discount sufficient to meet the terms granted by the cigar manufacturer.

SECTION 3. Each such resale by a jobber or sub-jobber under Part B, Section 1, or Section 2, shall be evidenced by an itemized invoice.

SECTION 4. Nothing in this Part B of this Article I contained shall affect or modify the provisions above set forth in Part A of this Article I in relation to drop shipment sales.

C

As to Sales by Retailers.

SECTION I. In the case of all cigars purchased by retailers from cigar manufacturers, jobbers or sub-jobbers in connection with which a retail price shall have been recorded by the manufacturer as hereinabove provided, the retailer shall sell such cigars as retail at not less than the retail price so recorded, without any discount, reduction, or rebate, direct or indirect, provided, however, that (1) in the case of the sale at retail of multiples of not less than ten units (except in the case of cigars selling for less than five cents (5¢) each) a discount may be allowed of not more than 5 per cent. from the retail price, and (2) in the case of sales at retail of boxes of twenty-five cigars or more a discount of 8 per cent. from the retail price may be allowed unless the cigar manufacturer shall record with the Council and mark a box price thereon involving a discount of less than 8 per cent., in which case the marked box price shall be observed as a minimum, and (3) the retailer may give not more than one pad of matches for each unit sold, or five pads per box of twenty-five cigars, or ten pads per box of fifty cigars sold. In the case of any retailer granting a cash discount upon all purchases made, any sales of cigars shall be excluded in computing the cash discount to be allowed, or the amount of cash discount shall be included in the price of the merchandise sold in addition to the minimum prices provided.

D

Wherever any of the provisions of this Article provide for two or more discounts from the retail price, such discounts shall be computed separately and successively, so that each succeeding discount shall be computed upon the balance of the retail price remaining after the deduction of the next preceding discount provided for; but the service credit and the discount not exceeding 5 per cent. provided for in subdivision (*d*) of Part A, in relation to drop shipments, shall be computed upon the same amount remaining after the deduction of the preceding discount provided for.

ARTICLE X

Unfair Trade Practices

A violation of any of the following provisions shall be an Unfair Trade Practice.

SECTION I. *Free Deals.* No cigar manufacturer shall offer or give a free deal. The term "free deal" as used in this paragraph means the gift of cigars or other products or any special deal discount (other than a regular quantity discount) or allowance to a trade buyer conditioned upon the purchase of a product.

SECTION II. *False Advertising.* The making or causing or permitting to be made or published any false, untrue or deceptive statement by way of advertising or otherwise concerning the grade, quality, quantity, substance, character, nature, origin, size or preparation of any product of the industry, having the tendency and capacity to mislead or deceive purchasers or prospective purchasers and the tendency injuriously to affect the business of competitors, is an unfair method of competition.

SECTION III. *Deceptive Branding.* The infringement of established trade-marks and the use of trade-marks or trade names which will result in deception of the public or enable dealers to perfect such deception is prohibited as an unfair method of competition.

SECTION IV. *Territorial Protection Against Illegitimate Sales.* Where a manufacturer has conferred upon a jobber an exclusive territory in which to effect the efficient distribution of the manufacturer's product and the promotion of his trade-mark, the obtaining of such manufacturer's product by subterfuge, or otherwise, and shipping same to dealers within said territory is prohibited as an unfair method of competition.

(Continued on Page 16)

Marketing Agreement with Domestic Buyers

Seventeen Cents Per Pound Minimum Price for Six-Month Period

THE tobacco section of the Agricultural Adjustment Administration has instructed district agents in cigar-leaf districts of New England, Pennsylvania-New York, Ohio-Indiana and Wisconsin-Minnesota to begin immediately the second certification of fulfillment of contracts so that the second and final 1933 payments may be made within the next few weeks to growers who took part in production reduction.

At the same time, the Administration announced that the minimum schedule of payments specified in the contracts for the different districts has been increased. Cigar-leaf growers will not only receive higher rates of payments than stated in the contract, but also may, under the new schedule, obtain their second payments before the date specified in the contracts.

Growers who produced cigar tobacco this year have the option of taking their second payment at a flat rate per acre and receiving the money within a short time, or waiting until their tobacco is sold and receiving the second payment as prescribed in the contract.

Farmers who did not harvest tobacco, but who signed contracts, will receive their second payments at the new rates, which are higher than those guaranteed in the contracts.

J. B. Hutson, chief of the tobacco section, pointed out that under the increased schedule of payments, consideration has been given to those growers who through previous reductions have been left with small base acreages. Rates for these small growers have been increased to a considerable extent in order to compensate them more fully for taking part in the production reduction program which began in July.

The marketing agreement with domestic buyers of flue-cured tobacco, designed to improve prices paid to growers for this year's crop, is the first marketing agreement under the Agricultural Adjustment Act in the tobacco industry and was approved after negotiations which lasted for several weeks. In commenting upon the successful conclusion of these negotiations, George N. Peek, Administrator, said that in point of value of product, the agreement is the most important thus far adopted under the Adjustment Act.

Important points in the agreement are: 1. Buyers agree to pay an average minimum price of 17 cents per pound for all flue-cured tobacco purchased between September 25, 1933, and March 31, 1934, for use in this country. 2. Under the terms of the agreement at least 250 million pounds of this year's crop remaining unsold on September 25, will be purchased by domestic buyers at not less than the average minimum price.

The agreement is supplemented by a production-adjustment program with the payment of benefits to farmers who sign contracts to reduce flue-cured tobacco production in 1934 and 1935. The Administration proposes to assist the growers to reduce the 1934 crop to around 500 million pounds.

The agreement contains a consumer provision under which the companies agree not to raise prices of cigarettes above the price prevailing last January 3, of $6 per thousand, wholesale, plus the amount necessary to cover increased raw material, processing tax, and N. R. A. code costs.

The contracting domestic buyers who participated in the negotiations and signed the agreement are: The American Tobacco Co., Liggett & Myers Tobacco Co., R. J. Reynolds Tobacco Co., P. Lorillard Co., Phillip Morris and Co., Larus & Brother Co., Continental Tobacco Co., Inc., and Brown and Williamson Tobacco Co.

"The terms of this agreement are designed to secure for growers an increase of from 10 million to 12 million dollars in income above what they would have received with prices at the level prevailing prior to September 25, for that part of the flue-cured tobacco crop purchased for domestic use," J. B. Hutson, chief of the tobacco section of the Agricultural Adjustment Administration explained.

"Should the price of export grades rise in proportion to the increase in the price of the domestic grades, the total increase in returns to farmers would exceed twenty million dollars," Mr. Hutson said. A considerable part of this price increase on both domestic and export grades has already been reflected in the price advances that have taken place since the markets reopened, he pointed out.

The leading domestic buyers agreed during the early part of the negotiations that they would advance prices as rapidly as appeared practicable during the period of the negotiations, with the understanding that should it not be possible to agree upon all details of the marketing agreement, that prices would be established near the level provided in the agreement through a license.

Prices by grades this week have averaged about 35 per cent. higher than those prevailing before the closing of the markets, according to price reports from the selected markets on which tobacco has been graded.

In explaining the price movements of the past few weeks, Mr. Hutson said: "During the early part of the season prices weakened as the estimates as to the size of the present crop increased, but since the sign-up by 95 per cent. of the growers to reduce the crop next year, prices have moved upwards.

"The agreement on the part of the growers to reduce the crop next year was our most effective argument during the negotiations with the domestic buyers," Mr. Hutson added.

Negotiations looking toward an agreement were an outgrowth of Secretary Wallace's proposal for aid to tobacco growers through such an instrument, and a public hearing held on his proposal September 21 and 22.

The Administration was represented in the negotiations by George N. Peek, Administrator; Chester C. Davis, Director of Production; General William I. Westervelt, Director of Processing and Marketing; and Mr. Hutson and J. C. Lanier, of the tobacco section. The Administration executives, during the course of the negotiations, were assisted by a growers' committee, whose members, with a single excep-

tion, approved the agreement. Representatives Lindsay Warren, John H. Kerr, and Frank Hancock, of North Carolina, and Thomas G. Burch, of Virginia, conferred with Administration executives during the course of the negotiations.

Analysis of Agreement

Under the terms of the agreement, each contracting buyer agrees to purchase on the markets between September 25, 1933, and March 31, 1934, inclusive, a number of pounds of this year's crop of flue-cured tobacco "at least equal to the number of pounds (farm sales weight) that it and all of its subsidiaries and affiliates used of flue cured tobacco in manufacturing business in the United States during the fiscal period comprising the twelve months ended June 30, 1933."

In making purchases, the buyers agree to buy in the usual and ordinary manner, and agree not to buy unduly of the high grades, nor to concentrate buying in any geographical region.

In the event the total amount actually paid by the contracting buyers for flue-cured tobacco purchased by them is less than the total amount that would have been paid at the average minimum price of seventeen cents per pound, the buyers agree to make up the deficiency.

This deficiency, under the agreement, will be prorated among buyers on a percentage basis, and will be paid by them proportionately to each company's expenditure for tobacco. Payment will be made to the Secretary within thirty days after notification of the amount due. Any such money will be distributed to the growers who have signed agreements with the Secretary to reduce flue-cured tobacco production for 1934 and 1935.

If the total quantity of flue-cured tobacco purchased by any of the contracting buyers is less than the total quantity which the contracting buyer was obligated to purchase under the agreement, then the contracting buyer agrees to pay to the Secretary, within thirty days after notification, seventeen cents for each pound of tobacco short of the total quantity he was obligated to buy. This payment will be made in addition to any deficiency payment necessary to bring the average minimum price up to seventeen cents per pound.

This agreement covers only that part of the crop purchased for consumption in the United States. Deducting the purchases already made by domestic buyers, under the agreement, they would purchase at least half of the unsold portion of the crop which is slightly more than the usual proportion. In view of the crop-reduction pledge for next year, both domestic and export buyers have indicated a willingness to cooperate in bringing about a price improvement for the export grades in line with the advance in domestic grades, provided in the agreement.

Contracting buyers agree to furnish the Secretary such information as may be necessary in the furtherance of his powers and duties in connection with the agreement, and to enable him to ascertain the extent to which the declared policy of the Agricultural Adjustment Act, and the purpose of the agreement, will be effectuated. They also agree that the Secretary may verify the information furnished him, during the usual business hours, of all their books, accounts and records, and the books and records of all their affiliates and subsidiaries. All such information furnished the Secretary is to remain confidential.

A. H. Gregg Re: Transparent Wrappers

OUR readers will no doubt recall our many published statements, calculated to definitely establish the fact that the transparent wrapper is not only unnecessary, but a real detriment to fine cigars, and we are (we hope pardonably) gratified to have our belief confirmed by such an authority on the subject of fine cigars as Mr. Gregg, in the following signed statement to the trade:

Cellophane Wrapping and Fine Cigars

You are approaching the season when you do your maximum box business, and it is quite likely that you will be asked frequently about the pros and cons of cellophane wrapping for fine cigars.

The American public has been so well sold on the advantage of cellophane wrapping for domestic cigars that many people will not buy loose cigars from show cases without cellophane. For that reason we find it necessary, in order to met the demands of the cellophane-trained market, to put cellophane on certain sizes of Coronas and the other brands for general distribution.

Cellophane Does Not Improve Havana Tobacco

The finer types—those grown in District No. 1 near San Juan and San Luis in the province of Pinar del Rio—are the only cigar tobaccos that improve with age. If properly kept under the right conditions, La Corona cigars will steadily improve in smoking quality for several years. They will not improve when wrapped in cellophane. The fine Havana tobacco used in all International brands season best when there is some bulk of it together in Cuban cedar boxes in which all of our cigars are packed. Boxes of 50 and 100 will age better than the smaller packages.

All Sizes Are Packed Without Cellophane

If you have customers who wish to purchase any of these cigars with a view to aging them, we shall be glad to have you accept orders of 250 or more, to be specially rolled and packed without cellophane and in the larger boxes if so desired. Of course, all such orders should be placed through your regular distributor and at least six weeks in advance of delivery date desired.

You may confidently advise your customers that cigars packed as described above will improve notably with from four months to a year of aging if they are kept in a fairly cool place with just enough moisture available to prevent excessive dryness. Fine Havana cigars, so conditioned, provide a delicacy of flavor and aroma not to be found in any other cigar.

Needless to say, every smoker whom you please with these suggestions will become your customer for all his cigar requirements.

Yours for a revival of the fine cigar business,

Henry Clay and Bock & Co., Ltd.
A. H. GREGG, *Director.*

October 17, 1933.

What Organization Means

by JOSEPH KOLODNY

Secretary, National Association of Tobacco Distributors

Let us—for a moment—discuss organization. This seems to be a word in the English vocabulary that is—more than any other word—completely misused. For instance:

Some of us believe that the payment of dues constitutes a membership in an organization; some of us think that the mere fact that we attend a meeting and listen to a few arguments constitutes membership in an organization; some of us think that enlisting another member in an organization, of which we are members, constitutes membership in an organization.

Still others of us believe that the mere fact that we execute a certain order or comply with a certain request of the association makes us very loyal and good members.

Well, all these functions add and are, no doubt, part of one's organization's activities. But, more than that is necessary to justify a person calling himself a real "organization man."

What is it? It is a spiritual attitude toward those who have been entrusted to perform a given service for you. More than that—it is the absolute innate belief that collectively we can accomplish much more than we do individually. It is based on a new approach toward our daily business activities; a new confidence in fellow men; a new attitude toward our neighbors and competitors.

A good organization man is possessed by an "organization consciousness," an "organization mindedness," and an absolute belief that "what is good for most of the members is also good for me."

We are all human and as such will make errors. There is only one way of avoiding mistakes and that *is not to do anything.* As long as we are ambitious and conscientious and make every human effort to perform our task enthusiastically and honestly, we will, in the course of accomplishing things, also make many errors.

We must feel, however, that our officers or any other group chosen by us to plan and adopt policies—that this group is doing its very, very best. "Snap judgment," mistrust, lack of tolerance, lack of cooperation, lack of fairness—all of these are the most destructive elements in the development and growth of any organization.

We fully realize that "organization consciousness" is to be developed, instilled and imbibed. We fully appreciate the fact that as human beings our frames of mind sometimes differ. Some of us believe and hope for a better future and as such we judge our association only by its long range planning. Others will judge us or any other organization only by its immediate accomplishments. As free citizens, we are all entitled to our opinions.

Irrespective, however, of our personal frame of mind, let us learn to become real association members. Let us be "organization minded," and "organization conscious." Let us, at all times, render our organization *constructive criticism.* Let us believe that our officers are the best; that they are doing what—under the circumstances—can best be accomplished. If, at any time, they do not perform an honest service, we have a legitimate way of correcting it.

Yes—fellow distributors—we want you to pay your dues; we want you to comply with our requests; we want you to co-operate with your fellow distributors, but—above all—we want you to be *good organization members.*

Kelly Heads Tobacco and Commodities Exchange

JOHN C. KELLY, formerly floor member of the firm of de Saint-Phalle & Co., member of the New York Stock Exchange, has been elected president of the newly organized New York Tobacco & Commodities Exchange, Inc. In addition to becoming its first president, Mr. Kelly also will serve as chairman of the Board of Governors of the new commodity market.

The election of five other prominent men in Stock Exchange, banking and merchandising fields to serve as directors, was announced as follows:

Ange S. Arbib, 100 Gold Street, member of the Commodity Exchange, leather merchant, to be vice-president of the new exchange.

Murray Rattinger, with the firm of LeBaire & Co., 37 Wall Street, to be chairman of the Membership Committee and member of the Board of Governors.

Walter Warner, with the firm of Jenks, Gwynne & Co., 65 Broadway, and formerly vice-president of the Liberty National Bank, as member of the Board of Governors.

Louis Burfeind, formerly with the Guaranty Trust Co. of New York, formerly vice-president of Chatham & Phenix National Bank of New York, and now vice-president of the Asbury Park and Ocean Grove Bank, as chairman of the Finance Committee.

Edward C. Devarennes, vice-president, South Shore Trust Company, Rockville Center, N. Y., as member of the Board of Governors.

Checks to Leaf Growers

A SECOND block of 3036 checks totaling over $177,600 has been mailed by the Agricultural Adjustment Administration to cigar-leaf tobacco growers in the New England, Pennsylvania, Ohio, and Wisconsin districts as a first payment for their participation in the 1933 production reduction program.

To date checks totaling $407,424.22 have been mailed to 5201 growers in those districts.

The tobacco section of the Administration reports that certificates of performance are now being received more rapidly as local committees in the cigar-leaf districts are terminating their field work. Payments are being mailed to growers almost as fast as these certificates of performance are being received and checked.

Cigar Production Increases for Fifth Successive Month

THE following comparative data of tax-paid products indicated by monthly sales of stamps are obtained from the statement of internal revenue collections for the month of September, 1933, and are issued by the Bureau. (Figures for September, 1933, are subject to revision until published in the annual report):

Products	—September— 1933	1932
Cigars (large):		
Class A.....No.	364,432,420	330,471,575
Class B.....No.	2,435,570	3,870,113
Class C.....No.	52,199,642	65,684,444
Class D.....No.	4,168,531	4,857,328
Class E.....No.	363,623	535,447
Total	423,599,786	405,418,907
Cigars (small) .....No.	21,994,000	22,757,147
Cigarettes (large) ...No.	243,900	294,483
Cigarettes (small) ...No.	9,527,722,933	9,310,987,817
Snuff, manufactured..lbs.	3,210,301	3,562,270
Tobacco, manufact'd..lbs.	25,922,557	28,131,151

Tax-paid products from Puerto Rico (not included in above statement):

Products	—September— 1933	1932
Cigars (large):		
Class A.....No.	3,025,450	4,188,200
Class B.....No.	59,000	10,000
Class C.....No.	72,250	90,500
Total	3,156,700	4,288,700
Cigars (small .....No.	650,000	700,000
Cigarettes (large) ...No.	50,000	40,000
Cigarettes (small) ...No.	319,000	300,000

Tax-paid products from the Philippines (not included in above statement):

Products	—September— 1933	1932
Cigars (large):		
Class A.....No.	23,114,825	20,796,760
Class B.....No.	16,720	56,837
Class C.....No.	16,868	33,050
Class D.....No.	50	....
Class E.....No.	501	4,520
Total	23,148,964	20,891,167
Cigarettes (large) ...No.	3,000	....
Cigarettes (small) ..No.	96,370	33,270
Tobacco, manufact'd.lbs.	42	37

Internal Revenue Collections for September

Cigars	$1,109,307.07	$1,118,833.71
Cigarettes	28,585,235.59	27,936,321.14
Snuff	577,854.20	641,208.58
Tobacco, chewing and smoking	4,666,115.95	5,064,597.95
Cigarette papers and tubes	73,485.76	107,142.10
Miscellaneous, relating to tobacco	(4,484.26)	777.89

September Cigar Withdrawals From 1920 to 1931

Sept., 1920....	678,640,116	Sept., 1926....	600,016,402
Sept., 1921....	614,427,829	Sept., 1927....	639,359,094
Sept., 1922....	625,771,965	Sept., 1928....	586,266,514
Sept., 1923....	598,817,907	Sept., 1929....	591,738,380
Sept., 1924....	605,608,215	Sept., 1930....	523,973,060
Sept., 1925....	575,763,645	Sept., 1931....	449,329,986

MacAndrews & Forbes Reports Profit

MacAndrews & Forbes, licorice manufacturers, reports for the quarter ended September 30th, net profit of $236,936 after expenses and Federal taxes, equal after dividend requirements on the 6 per cent. preferred stock to 68 cents a share on 303,894 shares of common stock, as compared with $223,258, or 64 cents a share on the common in the preceding quarter.

In the September quarter of 1932 net profit was $110,828, including the company's proportion of results of operation of subsidiaries. After preferred dividends, net profit equaled 25 cents a share on 319,643 no-par shares of common stock then outstanding.

For nine months ended September 30th, net income was $618,843 after taxes and charges, equal to $1.74 a share on 303,894 common shares. In the first nine months of 1932 net income was $378,039, including the company's proportion of subsidiary operation results, equivalent to 89 cents a share on 319,643 common shares.

Old Gold Stars Black Crows

Moran and Mack, those two black crows, are the latest in the series of performers on the Old Gold radio program. Their broadcast last week, first of four, is in line with the P. Lorillard Company's policy to keep freshness in the program by changes in the entertainment which supplements the music of Waring's Pennsylvanians. The list to date includes John P. Medbury, George Givot, Mandy Lou, and Richman and Berle. The last-named duo, originally signed for four weeks, earned a three weeks' extension by their success in increasing the size of the weekly audiences.

United Stores Dividend

United Stores last week announced a dividend of 81¼ cents a share on the no par $6 preferred stock, payable on accumulations which will amount to $13.56¼ a share taking effect with this distribution. Payment is due December 15 to stockholders of record November 24th.

● MR. HAGENLOCHER says: "If I were giving one simple rule for successful billiard play, I should say, 'Watch your nerves!' That's why I've smoked Camels for years. They never upset my nervous system."

● ERICH HAGENLOCHER, twice 18.2 balk-line billiard champion of the world. Healthy nerves have carried him successfully through the sternest international competition to many titles.

● RIGHT—TALKING IT OVER calls for more Camels. Steady smoking reveals the true quality of a cigarette. Camels keep right on tasting mild, rich and cool... no matter how many you smoke.

Steady Smokers turn to Camels

"I know of no sport," says Erich Hagenlocher, "that places a greater strain on the nerves than tournament billiards. The slightest inaccuracy can ruin an important run. One simple rule for success is, 'Watch your nerves!' I have smoked Camels for years. I like their taste better and because they're milder, they never upset my nervous system."

There *is* a difference between Camel's costlier tobaccos and the tobaccos used in other popular cigarettes. You'll notice the difference in taste and in mildness—and Camels *never* jangle your nerves. You can prove this yourself. Begin today!

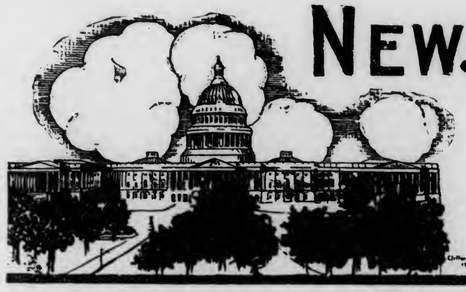
IT IS MORE FUN TO KNOW

Camels are made from finer, MORE EXPENSIVE tobaccos than any other popular brand. They give more pleasure: Your own taste will confirm this.

Copyright, 1933, R. J. Reynolds Tobacco Company

Camel's Costlier Tobaccos

NEVER GET ON YOUR NERVES
NEVER TIRE YOUR TASTE



NEWS FROM CONGRESS AND FEDERAL DEPARTMENTS

FROM OUR WASHINGTON BUREAU 622 ALBEE BUILDING

DEVELOPMENT of a program of tax revision, to be submitted to Congress in January in the event of repeal of the Eighteenth Amendment, is under consideration by a subcommittee of the House Ways and Means Committee. Treasury experts have appeared before the subcommittee to make recommendations as to the taxes which may be repealed or alleviated if the revenues from liquor reach the $500,000,000 a year now anticipated.

The subcommittee will prepare schedules of taxes to be imposed upon liquor and at the same time is expected to develop a plan for tightening the income tax provisions so as to reduce evasions. With additional revenue developed, consideration will then be given to the possibility of removing the so-called nuisance taxes of the 1932 revenue law. It is not anticipated that any thought will be given to changes in the taxes on tobacco products which, with the income taxes, are the most important levies in the law.

The subcommittee is under the chairmanship of Representative Hill of Washington, who explained that the recent Senatorial investigations of Wall Street activities have developed that wealthy men have been able to avoid payment of taxes through various interpretations of the administrative features of the law.

In addition to plugging up these loopholes, he said, "we hope to provide legislation that will avert the necessity of enacting emergency measures to meet unanticipated Treasury deficits and to make each person contribute his proper share to the maintenance of the Government. Hastily enacted tax measures often result in some unjust levies," he asserted.

LEGISLATION designed to check the payment of high salaries to industrial executives is expected to be asked of Congress this winter, probably in the shape of a measure imposing heavy taxes on high salaries. The question has been under consideration for some time, the Senate last session passing a resolution calling for an investigation of executive salaries, under which the Federal Trade Commission has undertaken a study of salaries paid officers and directors of corporations other than public utilities, engaged in interstate commerce and having assets of $1,000,000 or more, the securities of which are listed on the New York Stock or Curb Exchanges.

The inquiry will cover the remuneration of executives and directors of a number of tobacco companies coming within the class designated by the Commission. For the purposes of the study the term "salary" has been defined to include any compensation, fee, bonus, commission or other payment, direct or indirect, in money or otherwise, for personal services, and the investigation will go back as far as 1928.

President Roosevelt has also been giving the matter considerable attention and has secured from the Attorney General a lengthy report, in which it is said that restrictions on salary payments are "feasible" but would require Congressional action.

DETERMINATION of the Government to enforce compliance with the provisions of the President's re-employment agreement and of recovery codes was evidenced last month in the withdrawal of the Blue Eagle insignia from three employers.

The action of the recovery administration was taken as a result of complainants that the three employers had violated the maximum hour and minimum wage provisions. In one instance, it was charged, an employee was forced to work twenty-one hours in two days at a rate of 14 cents an hour.

Similar action, it was announced by Recovery Administrator Johnson, will be taken against other flagrant violators. In a great majority of cases where complaints have been made against Blue Eagle merchants, however, it was said, the violations have been found to be due to employers misunderstanding their obligations under the code or re-employment agreement; in such cases, conferences between the local compliance board and the merchant have usually resulted in satisfactory adjustments.

REFUSING to approve suggestions that the observance of Thanksgiving Day be advanced one week this year in order to increase the retail sales interval between that holiday and Christmas, President Roosevelt last month explained that a change in the holiday was impracticable for a number of reasons.

A large volume of correspondence on the subject has been received at the White House, it was stated, not all of which, however, was favorable to the change. The appeal for advancing the date was based on the contention that with Thanksgiving coming this year on November 30, the holiday sales period will be very short.

The
CREAM OF THE CROP
ITS
Crowning Glory
INSURING FINE TOBACCO FOR
future Lucky Strikes
Not many smokers have seen a fine tobacco plant in full bloom, so we show you this picture. These fine types of plants are permitted to flower and to produce seed—to reproduce the Cream of the Crop—enabling Luckies to maintain the same fine, uniform quality that smokers everywhere appreciate—so round and firm and fully packed—free from loose ends.
LUCKY STRIKE
"IT'S TOASTED"
CIGARETTES
ALWAYS the finest tobaccos ALWAYS the finest workmanship
ALWAYS Luckies please!
"it's toasted" FOR THROAT PROTECTION—FOR BETTER TASTE

PHILADELPHIA.

Yahn & McDonnell Salesman Passes

ROBERT E. FIELITZ, known throughout the trade as "Bob," passed away on Wednesday, October 18th, in the Frankford Hospital, a victim of heart disease.

Mr. Fielitz had been connected with the sales force of Dusel, Goodloe & Co., which later consolidated with Yahn & McDonnell, for a period of eighteen years, and prior to that time he had been associated with the old firm of John Steigerwald & Co., in a sales capacity. He at one time covered southern New Jersey territory, but in later years he had been assigned to northeastern Philadelphia territory, where he was well liked and had many friends in the trade.

He was first stricken about six months ago and at that time was forced to give up his duties for about three weeks, but recovered and had covered his regular territory until about three weeks ago, when he was again stricken. As his condition became worse he was removed to Frankford Hospital about a week before his death.

Funeral services were held on Monday, October 23d. He is survived by his widow, two sons and three grandchildren. He was forty-six years old.

Bayuk Business Bits

HARRY RICE, of the N. Rice Cigar Co., Pittsburgh, was a visitor at Bayuk headquarters and waxed enthusiastic over the consumer preference for Bayuk Phillies and Havana Ribbon in his territory . . . Charles L. Steffen, Ohio territorial manager, breezed into the factory, urging an increase in shipments both for regular demands and for holiday business . . . Milton Wolf, territorial manager for Wisconsin, is saying it with orders for Bayuk Phillies . . . M. Bergen & Sons, distributors for that sector, are setting a fast pace in the distribution and sale of Bayuk Phillies . . . The Standard Tobacco Co., of Hammond, Ind., are following through with good results on Bayuk brands in their territory, and were recently assisted by F. B. Mueller, Bayuk territorial manager.

John McGuerty, of the Romeo y Julieta factory, Havana, was in town last week and reports business on his brand very good.

Trade Notes

Sol Korn, of the Continental Cigar Company, Scranton, Pa., was a Philadelphia visitor last week.

Benjamin Lumley, factory representative of the Garcia y Vega factory in Tampa, has just returned from a trip to Baltimore and Washington, and reports good business in that section.

Sam De Pasquale, 1613 South Hicks Street, has filed a certificate of registration here, trading as Adelphia Cigar Co., at 115½ South Eleventh Street, manufacturing the Tedello brand.

Sam (Sees All Knows All) Greenwald has been honored with the appointment of Chairman of the Tobacco Unit in the United Campaign drive for contributions.

Paul L. Brogan, vice-president of Yahn & McDonnell, reports a definite upturn in business for his firm. The month of August recorded an increase in volume of business over July, and September recorded a substantial increase over the month of August, which is encouraging for this period of the year.

F. W. Sommerfeld, of the F. W. Sommerfeld Cigar Co., Miami, was a visitor at John Wagner & Sons last week. Mr. Sommerfeld has just returned from a trip to European countries, where he visited France, Germany and Poland. On his return he was much gratified to find his factory enjoying a splendid call for their high-grade brands.

Joe Banker and Barton Lemlein, of M. Sacks & Co., New York City cigar manufacturers; George Stocking, of Arango y Arango, Tampa manufacturers, and William Freeman, of the Medal of Honor factory, New York City, were visitors here last week. None of the above-mentioned factories have increased the wholesale price of their brands, and all report a substantial increase in business in recent weeks.

XMAS CARTON FOR RALEIGH FANS

. . . and for the army ready for a better cigarette

WE CLAIM (see if you don't agree) that this carton is a winner from four selling angles.

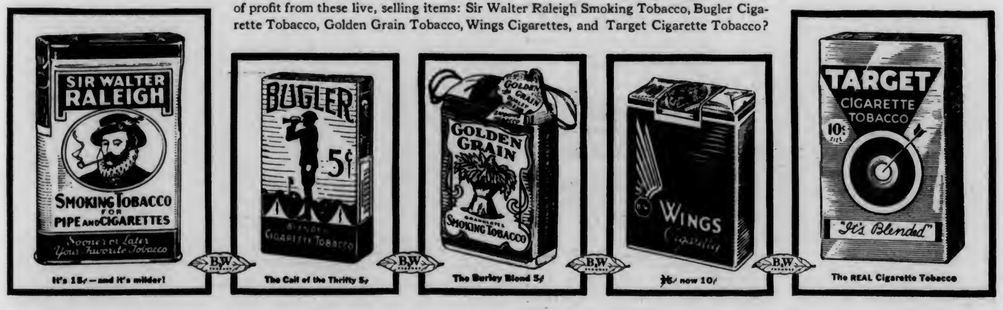
Raleigh smokers, of course, will buy it. To new customers you can offer an extraordinary cigarette at an ordinary price—plain or cork-tipped. (Women appreciate the choice of cork tips at no extra charge.)

Finally, everybody likes the coupons that come with Raleighs. One with each pack of twenty—two extra in the carton (12 in all). 85 coupons bring a handsome initialed bridge set, two decks, U. S. Congress Quality Playing Cards. Other premiums.

Send your Christmas order in to your jobber today.

BROWN & WILLIAMSON TOBACCO CORP., LOUISVILLE, KENTUCKY

Brown & Williamson products have been designed to bring you the most profit in all lines and prices. New products are added to fit the times. Are you getting your share of profit from these live, selling items: Sir Walter Raleigh Smoking Tobacco, Bugler Cigarette Tobacco, Golden Grain Tobacco, Wings Cigarettes, and Target Cigarette Tobacco?



P. LORILLARD COMPANY, Inc.
119 West 40th Street · New York City
Is offering an unusually attractive line of Christmas Wrapped Packages this year . . . packages that will help you sell Merchandise

TOBACCO TRADE ORGANIZATIONS

TOBACCO MERCHANTS ASSOCIATION OF UNITED STATES

JESSE A. BLOCH, Wheeling, W. Va. ..... President
CHARLES J. EISENLOHR, Philadelphia, Pa. ..... Ex-President
JULIUS LICHTENSTEIN, New York, N. Y. ..... Vice-President
WILLIAM BEST, New York, N. Y. ..... Chairman Executive Committee
MAJ. GEORGE W. HILL, New York, N. Y. ..... Vice-President
GEORGE H. HUMMELL, New York, N. Y. ..... Vice-President
H. H. SHELTON, Washington, D. C. ..... Vice-President
WILLIAM T. REED, Richmond, Va. ..... Vice-President
HARVEY L. HIRST, Philadelphia, Pa. ..... Vice-President
ASA LEMLEIN, New York, N. Y. ..... Treasurer
CHARLES DUSHKIND, New York, N. Y. ..... Counsel and Managing Director
Headquarters, 341 Madison Ave., New York City

ALLIED TOBACCO LEAGUE OF AMERICA

W. D. SPALDING, Cincinnati, Ohio ..... President
CHAS. B. WITTROCK, Cincinnati, Ohio ..... Vice-President
GEO. S. ENGEL, Covington, Ky. ..... Treasurer
WM. S. GOLDENBURG, Cincinnati, Ohio ..... Secretary

ASSOCIATED CIGAR MFRS. AND LEAF TOBACCO DEALERS

JOHN H. DUYS, New York City ..... President
MILTON RANCK, Lancaster, Pa. ..... First Vice-President
D. EMIL KLEIN, New York City ..... Second Vice-President
LEE SAMUELS, New York City ..... Secretary-Treasurer

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GEO. B. SCRAMBLING, Cleveland, Ohio ..... Treasurer
MAX JACOBOWITZ, 84 Montgomery St., Jersey City, N. J. ..... Secretary

Cigar Manufacturing Code

(*Continued from page 6*)

SECTION V. *Sales Below Cost.* The selling or offering for sale by a cigar manufacturer at or below the cost to himself, with a view to preventing fair competition or without a legitimate business reason to justify such a sale, is regarded as an unfair method of competition.

ARTICLE XIII
Effective Date

This Code shall be effective fourteen days after the Code is approved and signed by the President of the United States.

Respectfully submitted,

SPECIAL CIGAR MANUFACTURERS COMMITTEE OF ASSOCIATED CIGAR MANUFACTURERS AND TOBACCO LEAF DEALERS,
HARVEY L. HIRST, *Chairman.*

Larger Royalist Distribution Sought

New York and Connecticut have been added to the territories in which Grabosky Bros. will seek distribution on their Royalist cigar. Max Mazo, well known to the Connecticut jobbing and retail trade, has been added to the sales force, and, with Hartford as his headquarters, will shortly launch a drive for Royalist distribution. Within a very short time a crew of salesmen under the supervision of Ed. H. Enners will invade New York City. It is expected that this will be done in time for the holiday trade.

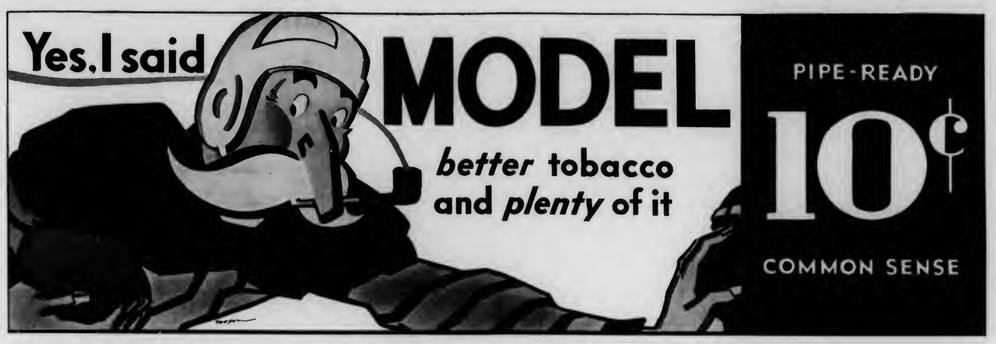
Consolidated to Aitkin-Kynett

The Aitkin-Kynett Company, Philadelphia advertising agency, which has handled the G. H. P. Cigar Co. (El Producto) account for years, has been appointed advertising counsel by the Consolidated Cigar Corporation, New York (Dutch Masters, Harvester, Henry George and "44" cigars).

The drive on Peper's Pouch tobacco, inaugurated by Yahn & McDonnell two weeks ago, was productive of some fine new placements on this high-grade product of the Christian Peper Tobacco Co., St. Louis, and has resulted in many repeat orders, which is an excellent record for so short a time.

The Don Sebastian line, manufactured by Arango y Arango, has been showing substantial increase in demand with John Wagner & Sons, local distributors of the brand during the past few weeks. In fact, the Wagner business generally has been showing increased activity recently.

John Pappero, member of the Yahn & McDonnell organization in charge of the purchasing of cigars, cigarettes and smoking tobaccos, was confined to his home for a few days last week on account of illness.



Nine Months Withdrawals for Consumption

	First 9 Mos. Cal. Yr. 1933	*—Decrease +Increase Quantity*
Cigars:		
Class A—		
United States	2,797,177,540	+ 162,314,650
Puerto Rico	39,425,645	— 15,377,205
Philippine Islands.	119,565,575	— 12,486,395
Total	2,956,168,760	+ 134,451,050
Class B—		
United States	20,012,653	— 20,158,078
Puerto Rico	2,279,550	+ 2,120,550
Philippine Islands.	148,200	— 290,349
Total	22,440,403	— 18,327,877
Class C—		
United States	393,294,250	— 221,994,728
Puerto Rico	469,280	— 1,902,770
Philippine Islands.	154,816	— 57,756
Total	393,918,346	— 223,955,254
Class D—		
United States	30,981,517	— 8,811,338
Puerto Rico	500	— 2,200
Philippine Islands.	1,376	— 1,750
Total	30,983,393	— 8,815,288
Class E—		
United States	2,797,119	+ 163,369
Puerto Rico	.....	.....
Philippine Islands.	922	— 23,983
Total	2,798,041	+ 139,386
Total All Classes:		
United States	3,244,263,079	— 88,486,125
Puerto Rico	42,174,975	— 15,161,625
Philippine Islands.	119,870,889	— 12,860,233
Grand Total...	3,406,308,943	— 116,507,983
Little Cigars:		
United States	162,369,253	— 58,338,121
Puerto Rico	2,624,000	— 626,000
Philippine Islands.	.....	.....
Total	164,993,253	— 58,964,121
Cigarettes:		
United States	87,952,371,030	+7,650,905,707
Puerto Rico	2,875,600	— 419,100
Philippine Islands.	1,023,920	+ 38,953
Total	87,956,270,550	+7,650,525,560
Large Cigarettes:		
United States	1,912,135	— 777,275
Puerto Rico	665,000	+ 262,000
Philippine Islands.	4,937	+ 3,937
Total	2,582,072	— 511,338
Snuff (lbs.):		
All United States.	27,533,197	— 420,020
Tobacco Mfd. (lbs.):		
United States	236,056,014	— 3,713,654
Philippine Islands.	169	— 322
Total	236,056,183	— 3,713,976

Send Two Dollars, with the coupon below to The Tobacco World, 236 Chestnut St., Phila., Pa., and get your copy twice a month for a year.

Name.....

Street No.....

P. O..... State.....

Established 1886

"BEST OF THE BEST"

OPTIMO CIGARS

Manufactured by **A. SANTAELLA & CO.**

Office, 1181 Broadway, New York City

FACTORIES: Tampa and Key West, Florida

OUR HIGH-GRADE NON-EVAPORATING

CIGAR FLAVORS

Make tobacco mellow and smooth in character and impart a most palatable flavor

FLAVORS FOR SMOKING and CHEWING TOBACCO

Write for List of Flavors for Special Brands

BETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS

FRIES & BRO., 92 Reade Street, New York

Classified Column

The rate for this column is three cents (3c.) a word, with a minimum charge of seventy-five cents (75c.) payable strictly in advance.

POSITION WANTED

CIGAR SALESMAN COVERING EASTERN PENNSYLVANIA and Local Territory desires connection. Large following. Address Box No. 580, "The Tobacco World."

Newspaper and magazine advertising executive, thoroughly experienced, formerly with local newspapers and agencies, and also advertising manager. Position with firm desiring an advertising man, salesman or assistant to manager. Knows marketing, merchandising and distribution. Salary not as important as opportunity to demonstrate actual worth and ability. References the highest. Address, F. H. Riordan, 5915 Webster Street, Philadelphia, Pa.

CIGAR FACTORY SUPERINTENDENT. MORE THAN 20 Years' Experience With One of the Largest Manufacturers. Hand work or automatic machines. Address Box 560, care of "The Tobacco World."

FOR RENT

OFFICE AND FLOORS FOR CIGAR MANUFACTURING OR STORAGE—No parking restrictions; good location; low rent; freight elevator and loading platform. Will divide. Metals Coating Company of America, 495 North Third Street, Philadelphia.

HAVANA CIGARS

BEER WITHOUT CIGARS, IS LIKE KISSING WITHOUT LOVE—Adopt as your slogan, "Kiss your beer, but love your cigars." Specially those Havana blended, "Good to the last Puff," manufactured by A. Ramirez & Co., Post Office Box 1168, Tampa, Fla. Write them for particulars today.

Tobacco Merchants' Association Registration Bureau, 341 Madison Ave. NEW YORK CITY

Schedule of Rates for Trade-Mark Services Effective April 1, 1916.

Registration,	(see Note A),	$5.00
Search,	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS

BONDED BLUNTS:—46,246. For cigars. October 7, 1933. Wertheimer Bros., Inc., Baltimore, Md.

CEDARS FROM YORK:—46,249. For all tobacco products. October 6, 1933. Lilly, Dungan & Co., Baltimore, Md.

TRANSFERS

THE CEDARS:—22,959 (Tobacco Leaf), and **26,450** (Trade-Mark Record). For cigars, cigarettes and tobacco. Registered March 19, 1902, and March 20, 1902, respectively, by the American Litho. Co., New York, N. Y. Transferred by Consolidated Litho. Corp., Brooklyn, N. Y., successors to the registrant, to D. Emil Klein Co., Inc., New York, N. Y., and re-transferred to Lilly, Dungan & Co., Baltimore, Md., October 16, 1933.

LA MONETA:—32,751 (U. S. Tobacco Journal). For cigars, cigarettes and cheroots. Registered March 11, 1907, by Schwarzkopf & Ruckert, New York, N. Y. Transferred to Garcia Grande Cigars, Inc., New York, N. Y., October 18, 1933.

RE-REGISTRATION OF ABANDONED OR UNUSED TRADE-MARKS

Notice is hereby given that an application has been filed with us for the registration of the following trade-mark and that same will be registered unless we shall be advised of the existence of any valid rights thereto, by written notice setting forth specifically the basis of such claim on or before the registration date set opposite the trade-mark.

SVEA . . . . . October 31st.

"What a welcome visitor THE TOBACCO WORLD must be to wholesalers and retailers!

"If they are only half as interested in reading it as we ourselves are, we're glad our ad is in it regularly"—

says an advertiser.

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NOVEMBER 15, 1933

VOLUME 53 No. 22

U. S. Department of Agriculture

THE TOBACCO WORLD

COMMON SENSE

The importance of attractive and dependable containers for fine cigars is recognized by the progressive cigar manufacturer.

Generally the brands that are increasing their goodwill in this present analytical market are packed in the *new improved AUTOKRAFT cigar boxes.*

Cigar Manufacturers who have not investigated the value of the merits and economies of the splendid and inviting package may obtain complete details promptly by addressing the AUTOKRAFT BOX CORPORATION.

Phila., Pa.
Hanover, Pa.
Cincinnati, Ohio

AUTOKRAFT BOX CORPORATION
LIMA OHIO
A Nation Wide Service

York, Pa.
Chicago, Ill.
Detroit, Mich.
Wheeling, W. Va.

PUBLISHED ON THE 1ST AND 15TH OF EACH MONTH AT 236 CHESTNUT ST., PHILA., PA.

WOODEN BOXES

Are the Only Natural Humidor for Cigars.

Pack your cigars in wooden boxes and preserve their delicate aroma, mellowness and flavor right up to the time they are passed over the counter to the customer.

Discriminating cigar smokers prefer to select their favorite brand from a wooden box—and it's good business to cater to the dealer and consumer by packing your cigars in wooden boxes.

THE TOBACCO WORLD

Vol. 53 NOVEMBER 15, 1933 No. 22

The TOBACCO WORLD has signed the President's agreement and is operating under the NRA Code, gladly and wholeheartedly co-operating to the fullest extent in the Administration's effort to promote industrial recovery.

▲

ALTHOUGH no definite official announcement has been made of the percentage of cost which is to be added to the cost of merchandise sold at retail, an official interpretation of the Master Retail Code, which was approved by President Roosevelt on October 21st, has been released by the National Recovery Administration, and allays fears in one important feature, in that the official interpretation states that "as soon as (but not until) the Retail Trade Authority or the Retail Drug Trade Authority fixes an allowance for wages of store labor, the selling price of any article must include, besides the actual cost to the retailer as above defined, the allowance so fixed for labor cost."

Note that while the Code states "should," the official interpretation reads "must." This is one of the most important features of the Code, and which had caused so much apprehension among the small independent merchants throughout the country. With this interpretation we are indeed on the way to better times.

THIS Master Retail Code does not affect tobacco products in any way, but a great deal of encouragement can be derived from the above interpretation of this Code, and it is almost assured that the Tobacco Retail Code will gain approval of a similar provision, or possibly a better one.

Pending the issuance of further regulations, retailers who have signed a Certificate of Compliance and who have been operating under the provisions of the President's Re-employment Agreement or approved substitutions therefor, and who continue the display of the Blue Eagle after the effective date of this Code, will be deemed to have signified their consent to and compliance with all the terms of the Code.

THE OFFICIAL interpretation further states that food and foodstuffs, milk and its products, tobacco and its products are not covered by the Retail Code.

Any merchandise, the retail selling of which is already covered by a separate code, is not included within the Retail Code. Such merchandise includes gasoline and motor oils, motor vehicles, lumber, lumber products, building materials and building specialties, oil burners and ice.

CIGAR CODE HEARING DATE SET

Just as we are going to press we have received word that the date for the public hearing on the Cigar Manufacturers' Code has been set for November 22d, at 9:30 A. M., at the Mayflower Hotel, Washington, D. C.

Any merchandise the retail sale of which is to be covered by a separate code, and as to which the Administrator has stayed the provisions of the Retail Code pending the approval of such separate code is not covered by this Code. Such stays are at present in effect as to the retail selling of coal, jewelry, and sewing machines.

Even though a retailer sells some merchandise which is thus exempt, he will be governed in all respects (except as to price provisions and fair-trade-practice provisions relating to these items) by the Retail Code if he is primarily engaged in selling merchandise which is not thus exempt.

FROM a report of the Federal Trade Commission, just issued, we glean the following statistics regarding special discounts and concessions from tobacco manufacturers to chain stores and to tobacco wholesalers: 134 tobacco manufacturers had 3050 accounts with 47 selected chains and with 63 selected tobacco wholesalers, during the years 1929 and 1930, the period covered by the Commission's investigation. More than three-fourths of these accounts (2359) carried no special discounts or allowances. Twenty-three per cent. (691) of them did. Of those favored with such privileges, 399 were chain stores and 292 were tobacco wholesalers. The total allowances of these 134 manufacturers during 1929 were $6,417,162 out of total sales of just under $250,000,000. The total allowances in 1930 were $6,928,992 out of total sales of more than $285,000,000. Of the 134 manufacturers included in the study, however, only 89 in 1929 and 94 in 1930 reported allowances to any of the chains or wholesalers. The total sales to all dealers included in this study by this group of manufacturers making allowances were $111,229,243 in 1929, so that the total allowances amounted to 5.77 per cent. of sales. In 1930 the total sales of this group of manufacturers were $179,510,415, with allowances at a rate of 3.86 per cent. on sales. In view of this decrease in the percentage of allowances as between 1929 and 1930, it would be most interesting to see at this time a study of this whole question of discounts and allowances for the year 1932 and the year 1933 to date.

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Tobacco Outlook for 1933-34

SUPPLIES of practically all kinds of tobacco produced in the United States for 1933-34 are larger than they were a year earlier, indicating the need for limiting production in 1934. Whereas the small 1932 crop of 1,000,000,000 pounds was around 200,000,000 pounds below last year's consumption, the estimated 1933 crop of 1,400,000,000 pounds is about 200,000,000 pounds above consumption. Even with the increased domestic consumption indicated for recent months, supplies (production plus carry-over) of most types are still excessive. They are particularly burdensome for burley and the cigar types, and are materially above normal for Maryland, fire-cured, and the dark air-cured types. The estimated 1933 crop of flue-cured is about 20 per cent. larger than probable consumption, but because of last year's reduction of domestic and foreign carry-over the total supply is only slightly above normal.

Tobacco consumption in the United States has increased during the last several months along with the increase of payrolls from May to September, 1933, the manufacture of tobacco products, as shown by reports of the Commissioner of Internal Revenue, increased over that of a year earlier, for the first time in two years. In comparison with the corresponding period of 1932, cigarettes increased 16 per cent.; large cigars, 5 per cent.; manufactured tobacco, 4 per cent.; and snuff, 8 per cent. However, it appears that a considerable part of this increased production has not been consumed, but has gone to increase inventories.

Foreign consumption of United States types of tobacco apparently is continuing to decline, owing largely to trade restrictions and substitutions of foreign-grown tobacco. The decreased foreign carry-over of United States types and the more favorable rates of exchange for the importing countries are expected to result in some increase of exports during the current year over those of the last two years. But for flue-cured tobacco, at least, the higher prices now prevailing in the United States may tend to have an offsetting influence.

Before next planting time it is probable that action will be taken by the Agricultural Adjustment Administration to control the 1934 production of all United States types of tobacco. Processing taxes are now being collected on all kinds of domestic and imported tobacco, effective October 1, at rates varying from 1.7 cents to 4.2 cents per pound. It is anticipated that the bulk of the revenue from these taxes, probably around $25,000,000 will be used for production control.

Adjustment Administration activities already have influenced prices and prospective supplies of flue-cured tobacco. Ninety-five per cent. of the growers have signed contracts agreeing to reduce their production in 1934 and 1935 by an amount requested by the Secretary of Agriculture not to exceed 30 per cent. of the average 1931-1933 production. The large domestic manufacturers have entered into a marketing agreement to establish an average minimum price for an agreed minimum quantity to be purchased from the 1933 crop.

The total supply of burley tobacco for 1933-1934 is estimated to be 1,150,000,000 pounds (green weight). This is about 15 per cent. above the record supply of last year, and more than 50 per cent. above the 1926-1930 five-year average. The 1933-1934 supply is equivalent to about four years' consumption at present rates, whereas the usual supply is equivalent to about two and one-half years of consumption. Stocks on October 1, 1933, are estimated to be around 5 per cent. above the record stocks a year earlier, and are themselves sufficient for about two and one-half years of consumption requirements. With the estimated production for 1933 exceeding probable consumption by more than 100,000,000 pounds, it is expected that stocks next October will be equivalent to about three times annual consumption, or considerably more than a normal supply. To this will be added whatever burley is produced in 1934.

The 1933 production of Maryland tobacco indicated on October 1st was 17,388,000 pounds, the smallest crop in many years. The reduction from 22,750,000 pounds produced in 1932 was mainly the result of crop damage, acreage having remained unchanged. Sales of the 1932 crop to October 1, 1933, averaged approximately 20 cents per pound, compared with an average of 18.5 cents for that part of the 1931 crop sold to the same date last year. Around three-fourths of the 1932 crop was sold prior to October 1, but it is reported that a large part of the remainder consists of low grades.

Heavy world supplies, a further curtailment of world consumption, and a continued increase of competition from foreign tobacco, are the outstanding features of the outlook for United States fire-cured tobacco. World supplies for 1933-1934 are estimated to be about 500,000,000 pounds (green weight), 428,000,000 pounds of which are the Kentucky-Tennessee types and 72,000,000 pounds the Virginia type. This is approximately the same as the 1932-1933 supply. But the estimated world consumption of 135,000,000 pounds is 10 per cent. below that of the previous year and 30 per cent. below world consumption of four years ago. Thus the 1933-1934 supply is relatively larger than that of 1932-1933.

The 1934 outlook for the United States dark air-cured tobacco is characterized by large domestic stocks and continued reductions of world consumption. Total world supplies of these types for the crop year beginning October 1, 1933, are estimated at 125,000,000 pounds (green weight). This is slightly smaller than the 1932-1933 supply, and about 20 per cent. below the five year average, 1926-1930. However, the estimated 1932-1933 world consumption of 42,000,000 pounds is more than 10 per cent. below the annual world consumption of two previous years, and about 30 per cent. below the five-year average. Thus, in view of the reduced rate of consumption, present supplies are relatively larger than those for other recent years.

The indicated quantity of cigar-type tobacco harvested in 1933 is somewhat less than annual consumption at present rates. This is the first year since 1930 that the crop has been smaller than consumption. The production indicated on the intended 1933 acreage of cigar tobacco would have been equivalent to more than one year's consumption. But this was reduced materially below consumption as a result of the program of the Agricultural Adjustment Administration, and stocks at the end of 1933-1934 (including old tobacco held on farms) are expected to be correspondingly smaller. On October 1, 1933, they were equivalent to about five years' consumption at present rates, which is more than twice the ratio between supply and consumption that prevailed before 1929.

Musings of a Cigar Store Indian

By Chief "Young-Man-Smoke-Cigars"

YOUTH must have its new thrill . . . from the Main Line came costly automobiles to the old tenderloin section of Philadelphia . . . with purchasers for marihuana . . . the Mexican "Dream Weed" . . . a narcotic illegally used in cigarette form . . . when raiders ganged the place they found a large can of marihuana . . . and it was reported that the cigarettes had been sold at 10 cents to $5 each . . . depending on the amount of drug contained . . . it was also stated that the raid was delayed until experts had tested the actual drug content of the marihuana sold . . . the tests involving more than 40,000 common and rare specimens . . . indefatigable people these experts . . . Sometimes when a man is agin something he carries his hatred beyond the grave with him . . . witness the following terms in the will of a Germantown man . . . "Having recently found that a number of my grandchildren are addicted to the cigarette habit . . . and having all my life detested this habit . . . as well as the use of alcohol . . . it is my will that none of my grandchildren . . . who at the time of my death or thereafter . . . shall be given to smoking cigarettes . . . or using tobacco in any form . . . or imbibing in spirituous liquors . . . shall receive any interest whatsoever in my estate . . . their interest to be divided equally among the remaining grandchildren" . . . the trust fund for the grandchildren amounts to $72,000.

BELIEVE it or disbelieve it . . . some of the fair feminine field hockey players around Philadelphia are smoking pipes . . . the originator of the fad was prompted by the evident relish her Dad . . . an inveterate pipe smoker . . . got from his briar . . . she got one like his . . . at first the hard stem kept slipping from beneath her teeth . . . accustomed only to cigarettes . . . but she persisted . . . graduated from a very mild tobacco to something stronger . . . and then started to convert her hockey-playing friends . . . to briars . . . and corncobs . . . and even clays . . . "Smoking a pipe soothes me and I mean to keep it up" . . . said the originator . . . but a slim blonde forward said . . . "I tried it only once and it was terrible" . . . now it comes out that a winsome leader of one of the girl hockey teams . . . confesses to having smoked a pipe two years ago.

PROMPTED by the modern feminizing of drink into "drinkie," some unidentified wag has said that the difference between a vocation and an avocation is that one is a jobbie and the other is a hobby . . . Strange what a strong hobby pipes have always been . . . President Harding collected pipes, many of which he kept on his broad desk and on bookshelves in his private study . . . he smoked only one pipe there but he had others in his executive offices which he liked to puff occasionally . . . The late Speaker, Champ Clark, had a collection of corncob pipes which he kept in his desk in the Speaker's office . . . as a mark of rare favor to a visitor he took them out and told of their origin and history . . . And now President Roosevelt . . . whose hobby is collecting marine pictures . . . has the nucleus of an interesting pipe collection . . . a beautiful briarwood case of seven Comoy virgin pipes of selective grain . . . the case bearing a gold plate commemorating the occasion . . . and each pipe labeled for a different day of the week . . . presented to him when he visited the Century of Progress Exhibition in Chicago . . . the President was pleased with the gift and especially with the shapes . . . and Mrs. Roosevelt said that nothing could have given greater delight to her husband . . . The Governor of Illinois was present . . . and the arrangements for the presentation were made by S. N. Zinberg . . . U. S. Director of Sales for the House of Comoy . . . who was in charge of the firm's exhibit at the Fair . . . And now for the concluding excerpts about old wooden Cigar Store Indians in Baltimore . . . taken from Kate Sanborn's book . . . "Hunting Indians in a Taxicab" . . . published in 1911:

ABOUT thirty-five years ago the late Mr. Dreves obtained two lengths of such masts and wished to have two Indian figures carved from them. He found a German sculptor from Munich who had carved figures now to be seen adorning the Capitol at Washington. The German sculptor had never seen an Indian, but when shown pictures of the figures he was to carve explained, "Oh, yes, that's the American," meaning that the Indian was the only native American. Each Indian completed cost $115 in the raw wood.

The Indians carved by the German sculptor are represented with catamount hide for covering. A quiver of arrows is fastened over the left shoulder. In the right hand is a bow and the left hand holds a bunch of tobacco leaves. Evidence of the skill and training of the now departed German sculptor may be seen in the figure. Every muscle seen on the human form is executed in its exact relation. The little depression about the kneepan, the lines of the shinbone and the condyles of the elbow joint are perfect.

The brother of Mr. Dreves' Indian was purchased by Mr. Oppelt and may now be seen in front of his store on Park Avenue. This Indian was sold to the present Mr. Oppelt's father thirty-five years ago for about the price of the carving and material.

John E. Owens made a great hit with his popular play, "The Live Indian" in which he took down and hid a stunning figure that had stood many years before a cigar store, in fact considered to be one of the oldest inhabitants.

"Made up as an exact counterpart of this, he mounted the pedestal and waited until midnight, when he broke into the store and hastened away, rich in booty; not leaving, however, till he had replaced the insulted Indian in his proper place. This was an irresistibly comical sight."

United Cigar Stores Meeting Called

NOTICE of a meeting of creditors and stockholders of the bankrupt United Cigar Stores Company of America, to be held at the Federal Building at 10 A. M., November 18th, was sent last week to more than 19,000 creditors, including proved claims and others, and security holders. The meeting will consider the question whether there should be a sale of the assets of the estate and, if so, what property should be sold and upon what terms and conditions.

Decision on the question will affect thousands of landlords of property rented or leased by the company. Many of the claims consist of future rent claims which are not legally provable at this time. Sale of the property would wipe out these claims. Irwin R. Kurtz, referee, will decide whether the business is to be sold in whole or in part or whether it is to be continued as at present.

Proceedings to compel sale of the property have been instituted by a protective committee representing bondholders and a reorganization committee representing preferred stockholders agreed to the move. Representatives of the Irving Trust Company, as trustee, explained that the business is now being operated at a profit, that the coming holiday season is usually the best of the year and that the present time is not an advantageous one for a sale of the business.

The company went into receivership on August 29, 1932, and the Irving Trust Company was appointed receiver. Under the administration of the receiver the business has been placed on a profitable basis. A cash distribution of 20 per cent. to proved claims was ordered by the referee on September 11th, it being decided that this payment could be made without injury to the business.

A schedule of assets of the bankrupt estate, including cash on hand, has been filed by the trustee and is open to inspection at the referee's office, 15 Park Row.

Consolidated Cigar Corp. Reports

CONSOLIDATED CIGAR CORP. and subsidiaries report for nine months ended September 30th net profit of $273,695, after interest, depreciation and Federal taxes, equal after allowing for subsidiary preferred dividends to $3.03 a share on 87,371 shares of 6½ per cent. prior preferred stock outstanding at the close of the period. This compares with net profit for the nine months ended September 30th of $718,293, equal after dividend requirements on the 6½ per cent. prior preferred and 7 per cent. preferred stock to 39 cents a share on 250,000 no par shares of common stock. For the September quarter net profit was $160,374, after charges and taxes, equal after subsidiary preferred dividend requirements and dividend requirements on 87,371 shares of 6½ per cent. preferred stock to 66 cents a share on 23,269 shares of 7 per cent. preferred stock. This compares with $77.701, or 82 cents a share on 91,265 shares of 6½ per cent. preferred stock in the preceding quarter and $178,042 or 84 cents a share, on 28,533 shares of 7 per cent. preferred stock, after dividend requirements on the prior preferred, in the September quarter of 1932.

Lew Walters, who has been associated with Bobrow Bros., for a number of years, has severed his connection with that firm and has become associated with the J. S. Garvett Cigar Co., as vice-president in charge of distribution.

Here's Alex Smart Himself

Alex Smart

The memoirs of Alex Smart, which have been appearing in this publication, have created so much interest among tobacco circles that we have secured a photograph of this most unusual salesman, which is reproduced herewith.

Bayuk Cigars, Inc., will be glad to supply photographs of Alex Smart to anyone in the tobacco industry who would like to have on hand a reminder of the experiences of this salesman.

General Cigar Estimates Loss

General Cigar Co. estimates net loss for the quarter ended September 30th at $242,619 after charges, Federal taxes and inventory writedown of $1,006,423. This compares with net profit of $330,855, equal after dividend requirements on the 7 per cent. preferred stock to 51 cents a share on 472,982 no par shares of common stock in the previous quarter. Net profit was $636,246, or $1.16 a common share in the September quarter of 1932. For the first nine months of 1933, estimated net profit was $198,438 after charges, taxes and inventory writedown, equal to $3.97 a share on 50,000 shares of 7 per cent. preferred stock. This compares with net profit of $1,420,179, equal after preferred dividend requirements to $2.44 a share on the common in the first nine months of 1932. Surplus as of September 30 was $12,113,289 after a writedown in the value of stocks to the amount of $1,006,424 in conformity with the estimated market as of September 30th.

Notes From Phillies Plant

Lex Ehrman, of Ehrman Bros., Horn & Co., the Bayuk distributing house for the San Francisco, Calif., territory, made the transcontinental trip East to visit headquarters, and reported a gratifying demand for Phillies on the Coast. R. J. Hoofstetter, of Hoofstetter Bros., Columbus, O., was another enthusiastic visitor last week. James B. Given, Buffalo territorial manager, stopped at headquarters with a sheaf of orders for additional shipments during the holiday period. The Kinz Cigar Co. is setting a nice pace at Danville, Ill., where the company enjoys the Bayuk Phillies distribution privilege. Bayuk brands are permeating the Rochester territory, where the company operates a branch under the management of M. F. Westphal.

Yahn & McDonnell, 617 Chestnut Street, have devoted a show case to seven handsome packings of Corona cigars, for the holiday trade, which are attracting very favorable comment. They report demand for the Corona and other brands of the Henry Clay & Bock & Co., showing a fine steady increase.

Mannie Perez, of Marcelino Perez & Co., Tampa manufacturers of high-grade clear Havana brands, stopped over in Philadelphia last week in the interest of his brands, and secured some nice orders. Mannie reports business on the upgrade and is optimistic as to the outlook for future business.

Study of Credit Uses and Abuses

THAT credit extended by wholesalers and manufacturers selling direct to retailers during the years 1928, 1929, and 1930, was generally sound, and that the greater proportion of business done during these years was on a credit basis, is disclosed in Parts II and III of the Mercantile Credit Survey, released recently by the Bureau of Foreign and Domestic Commerce.

The survey was designed to develop basic facts upon which credit policies may be based. Part I was released in December, and with the release of Parts II and III twenty-five lines of trade have been covered.

The important part played by credit in distribution is indicated by the fact that the credit sales of the 5783 establishments reporting on the subject for the three-year period were 90.7 per cent. of total net sales in 1928, 90.4 per cent. in 1929, and 89.4 per cent. in 1930. There were 1371 of the 5783 firms, or 23.7 per cent., which did 100 per cent. credit business. Of the twenty-five lines of trade studied, stores selling women's wear, millinery, and gloves, with 99.2 per cent., had the highest percentage of credit sales for 1930; closely followed by men's clothing establishments, with 98.8 per cent.; while gasoline, lubricating oil, and grease establishments had the lowest percentage for that year, with 67.4 per cent.

Although the figures for the three-year period seem to indicate that the extension of credit, on the whole, was on a sound basis, the report shows that numerous firms were probably carrying on their business without proper regard for sound principles of credit. Some of these firms had bad debt losses two or three times as great as the average for firms in the same kind of business. Their collection percentages were half the average, which means that the number of days that their accounts receivable were outstanding was twice the average, and the amount of money on the books at a given time for the same volume of business was also twice the average. Their returns and allowance percentages were two or three times as great as they should have been. The profits of these concerns were literally being eaten up by the costs involved in carrying overdue accounts, in losses through uncollectible outstandings, and on unusually high percentages of returned merchandise.

Electrical and radio supplies; food products; footwear, furniture, floor coverings, and household furnishings; gasoline, lubricating oil, and greases; hardware and stoves, heating and plumbing supplies; jewelry; leather and luggage establishments are covered in "Mercantile Credit Survey, Part II." Lumber and building materials; music (musical instruments and musical merchandise); paint, oil, varnish, and wall paper; paper and paper products; rubber—mechanical rubber goods, such as belting, hose, and packing; tobacco products; women's wear, millinery and gloves; miscellaneous establishments; and a summary of all twenty-five lines of trade are included in "Mercantile Credit Survey, Part III." Included in Part I were: Agricultural implements; athletic and sporting goods; automotive supplies, including tires; books and stationery; clothing, hats, caps and gloves (men's wear); coal and coke; confectionery, candy and soda fountain supplies; drugs, toilet articles, and drug sundries; and dry goods and notions.

Data upon the following subjects are given in each publication for each type of establishment included: Extent of credit business, losses from bad debts, collection percentages, returns and allowances, credit terms, customers attempting to take unearned discounts, and customers attempting to dictate terms.

Copies of "Mercantile Credit Survey," Part I, 5 cents; Part II, 5 cents, and Part III, 5 cents, may be purchased from district offices of the Bureau of Foreign and Domestic Commerce located in principal cities. or from the Superintendent of Documents, Government Printing Office, Washington, D. C.

Priming of Shade-Grown Tobacco

ALL SHADE-GROWN tobacco is primed, which means the leaves are removed in series from the live plant. Generally four primings are taken. The first priming starts near the bottom of the stalk, the second priming next higher, and so on. The separate leaves are strung face to face, pierced through the end of the stem, and the string is attached to both ends of a lath for hanging in the ventilated shed for curing.

Connecticut shade-grown tobacco, U. S. type 61, after grading as to color, size and injury, is tied into hands (consisting of approximately uniform numbers of leaves of one grade and size) by means of raffia or a manufactured narrow tape which sometimes is printed with the name of the grower. A quantity of hands of one grade and size, about 180 pounds, and sufficient to make a bale is generally placed in a bulk for sweating. These bulks are made in a room in which the temperature and humidity are maintained at a uniform point. The tobacco heats, and this heating is closely watched. The bulks are rebulked frequently to keep down the temperature of the tobacco. When sufficiently and uniformly sweated the bale is packed. The packing consists of placing the hands (in fan shape) carefully and uniformly alongside and overlapping each other and with butts to the outside, in a rectangular and collapsible box which is usually 32 inches square. The tobacco is pressed to form a bale about 12 to 14 inches deep, and the box is removed.

The bale is usually inclosed in tough waxy paper for protection and to retain moisture. Outside of this is sewn a covering made from tobacco mats, an imported woven article made in the Orient from uniform narrow strips of native grass. This matting is stenciled with a number and the grade of tobacco in the bale. Some companies add the year of growth. The bales are then placed in tiers for storage. When they are to be shipped some are covered with a heavy burlap and some are packed individually in lightweight wooden boxes weighing about 45 pounds each. Cartons have been used instead of boxes, but some carriers refuse to accept such packages because of the weight and value of the contents—frequently around $5 per pound net.

In addition to the wrapper tobacco grown in the United States, large quantities produced on the islands of Sumatra and Java are imported from the Netherlands annually by cigar manufacturers and dealers.

Effects of Traffic Congestion on Retail Store Business

So many persons are unaware of the many aids to business which have been carefully prepared by the United States Government, and so many of those who are aware of these facilities fail to take advantage of them, that we are publishing the following studies as an aid to the retailer.—Editor.

(This Study prepared in the United States Department of Commerce, Domestic Commerce Division, by a special staff under the supervision of Lawrence A. Hansen.)

JUST how much waste of time is actually occasioned by vehicular traffic congestion is, obviously, unanswerable; and just how much of this waste occurs before it is recognized as a real economic loss, is even less answerable.

According to the reports of the National Conference on Street and Highway Safety, delays experienced by all kinds of vehicles as a result of congestion amount in the aggregate to enormous periods of time. If this is true, it is not improbable that delays experienced by the individual shopper as a result of congestion also show an appreciable total. In downtown business centers, and to an increasing extent in our largest subcenters, the comment is heard that if it were not for the time which it takes to visit stores at certain congested locations, they would be patronized. It is today not simply a matter of covering a certain distance to patronize certain stores; in addition, certain allowances for delays because of traffic congestion must be taken into consideration. A recent case is cited in which a $4-an-hour man took an hour's time from his work in order to buy some fishing tackle which he considered necessary for the enjoyment of his vacation. He made the purchase during a working hour for the reason that if the shopping trip were postponed until the office closing hour (5 o'clock), congestion would be so great that it could not be done before the store closed. This shopping trip cost his employer $4, chargeable only to congestion of vehicular traffic.

Another instance was that of a person making two stops in the retail district of a city, a distance of six and one-half blocks to the two stores from point of origin, but because of regulations made to obviate congestion it was necessary to travel a distance of nineteen and one-half blocks, or exactly three times the actual distance. The amount of time required to cover the actual distance was three minutes, while the time necessary to cover the only available route between these points was twenty-one minutes. The distance was tripled and the time was seven times as great. Many similar instances are occurring every minute in congested centers, and undoubtedly some are even more striking. Consequently, the question as to how long and how often the average person is willing to sacrifice time is an important one. Some merchants have stated that it is their opinion that the public will not continue indefinitely to disregard this needless daily expenditure of time.

Inconvenience

Shopping inconvenience was also charged directly to congestion.

A merchant narrated this pertinent instance: Recently a woman was shopping in the retail districts of a large city. She believed the purchases which she contemplated making in one store would take fifteen minutes. Her husband, who had taken her to the store in their automobile, was to return in that length of time and expected to find at least a two-minute waiting space on an adjacent side street. He went around the block, and, noting that it took but seven minutes, started around the second time, thinking in that way to use up the fifteen-minute wait. But upon his arrival at the corner congestion was so great that it was impossible to do anything but go straight ahead and hence make a tour around two blocks. Consequently, when he reached the store to call for his wife he found that nineteen minutes had elapsed. Congestion was by that time so great in front of the store that he was unable to look for his wife. He could not locate her on the side street, the waiting place, because traffic was still great at that location. The two-minute waiting privilege passed without finding her. This necessitated another tour of two blocks in order to keep moving. Instead of a period of fifteen minutes, he spent twenty-six minutes avoiding congestion which he at the same time helped to increased. In amount of time this made a difference of but eleven minutes, but those eleven minutes at a particularly busy hour were said to be sufficient to cancel a shopping trip to another store.

Anxiety

Another result of congestion is expressed in anxiety. Perhaps the anxiety which is the most prevalent, and which consequently interferes most with business, was reported as resulting from parking difficulties.

A number of merchants have complained that their customers either regularly or periodically suffer from "parking blues," which are usually traceable to a lack of parking facilities or a lack of time allowed in which to park. Either was said to bring a marked effect upon business.

From the merchant's standpoint, an unhurried shopper is usually the best customer—best from the point of view of having purchased more merchandise, of having selected a better quality or better value for money invested, and of having secured greater satisfaction. It is obviously impossible for a customer to shop without a sense of hurry when his or her automobile is parked at a distance where its safety is uncertain or when the parking time permitted has almost reached its limit. If it is the latter, there is the bother of changing the location of the car, or possibly the humiliation of being summoned to visit the police station.

A relevant incident is reported from a large city which had a two-hour parking-time privilege. Parking facilities within an area of convenience were limited. Consequently, many business men used the business streets as public all-day parking places (which was possible if the locations of their cars were changed every two hours). With such an arrangement, numerous offices soon became composed of clock watch-

The
CREAM OF THE CROP
ITS
Crowning Glory
INSURING FINE TOBACCO FOR
future Lucky Strikes
Not many smokers have seen a fine tobacco plant in full bloom, so we show you this picture. These fine types of plants are permitted to flower and to produce seed—to reproduce the Cream of the Crop—enabling Luckies to maintain the same fine, uniform quality that smokers everywhere appreciate—so round and firm and fully packed—free from loose ends.
LUCKY STRIKE
"IT'S TOASTED"
CIGARETTES
LUCKY STRIKE
ALWAYS the finest tobaccos ALWAYS the finest workmanship
ALWAYS Luckies please!
"it's toasted" FOR THROAT PROTECTION—FOR BETTER TASTE

ers. True it is that they were not the kind who watched the clock to see time fly. Rather, they watched the clock to see that time had not exceeded the two-hour limit. With work interrupted every two hours, there was naturally much time lost and much inefficient work performed. If such a condition has existed in offices making use of a parking-time period wholly out of proportion to working hours, similar conditions likely exist for the shoppers when they have to adjust their time for buying to periods wholly out of proportion to that purpose. Merchants have stated that the shoe customer must not only be fitted but frequently must wait for a salesman who understands that particular customer's needs. The purchase of a stove, of electrical fixtures, builders' supplies, or other articles of hardware, can not be made without the consideration of a number of factors. In the department store, where much is to be seen and where purchases not previously contemplated are likely, a certain amount of leisure is necessary. Selection of furniture, which is seldom made oftener than annually, requires due thought. Choosing jewelry of more than "faddish" value requires deliberation in order to justify the purchase of such a luxury. The buying of clothing for either men or women should mean the serious consideration of a number of points before the satisfactory completion of this purchase. The purchase of groceries and drugs may or may not be in the "hurry" class. With a consideration of these points, it is obvious that in most cases the making of a purchase necessitates that the customer's mind be free from worry and distraction. The findings of this survey seem to indicate that without such freedom there results less selling and unsatisfactory buying, with possibly the return of merchandise, which, directly or indirectly, adds more vehicles to the traffic congestion in retail business areas.

If congestion of vehicular traffic leaves marks of danger, loss of time, inconvenience, and anxiety on the buying public, what of the marks made on business itself?

Diverted Business

Necessary business which can not be satisfactorily transacted at one location will find a location where it can be transacted. It is natural for store patronage to follow the line of least resistance. Just how much business is diverted for this reason is not known, but it is reported to be on the increase. All cities which are decentralizing have one or more busy, thriving, and alert subcenter business districts. More than one merchant has reported, "They go where they can park." But lack of parking facilities is only one part of the whole problem to be coped with on congested streets and only one of the factors that force people to shop where shopping is less complicated.

The subcenter shopping district no longer consists of only the corner grocery, a drug store, and a delicatessen. It includes stores representing all kinds of merchandise and usually a bank. In our largest cities the subcenter is a complete shopping district differing from the down-town district only in size and magnitude of establishments. The down-town merchants are asking themselves these questions:

If wants can be satisfied at such locations, where congestion is less, is it not natural that trade, will be diverted to these locations?

If parking facilities are ample, if there is less street traffic to cause loss of time, inconvenience, and anxiety to shoppers, is it not logical to assume that such patrons may increasingly prefer to shop in subcenter locations?

In one of the largest cities in the country it was reported recently that merchant advertising outside the main shopping district amounted to one-third of that done by the main shopping district stores. An instance of a large purchase which would ordinarily have been made on a certain city's main business street but which took place in the subcenter shopping district was reported by a merchant organization. A piano in the $2000 class was displayed in the city's best-known piano store. Considerable deliberation was necessary before the selection could be made. The family's car was parked nearby and the parking-privilege time had just about expired when the moment for final decision arrived. Rather than a hurried decision at the last moment, it was decided to wait and the purchase was not made at that store. Instead, on the way home the family stopped at a music store located in the subcenter near their own home and, with ample time for a decision, there made the purchase of a piano similar to the one displayed downtown. This is one of several similar reports of instances of diverted shopping because of the congestion of vehicular traffic.

In some few of our largest cities downtown merchants have sensed the situation and are establishing branch stores in subcenters. In one city a subcenter shopping district has been deliberately planned. It was found that the greatest buying power of that city was in a certain residential section. In order to capitalize this, dealers decided to locate a "bon-ton" subcenter shopping district on the edge of this residential section. Two of the city's largest department stores have already bought sites there for the location of branch stores. In this way old and well-established business houses which have spent years in building up good patronage are striving to maintain trade which they apprehend may gravitate permanently to subcenter districts with ample parking facilities.

The thought has been expressed by traffic authorities and city planners that even if business is diverted to a series of subcenters, it is possible that the downtown condition of congestion may repeat itself in these new business districts. This idea is substantiated by the present questionnaire survey, which indicated interference to business in subcenter shopping districts to no small degree. It would seem that unless definite measures are employed to remedy the situation, such interference will undoubtedly increase. So where there is a need for subcenter shopping districts as a present relief to the traffic problem, it should be noted that they alone are not sufficient to afford a solution.

If that retail business which can not be accommodated in our decentralizing cities is being diverted to each city's subcenter shopping districts, what of that business in centralizing cities and small communities? These cities and communities do not face the problem of having trade diverted within their own limits; rather, their problem is that of having trade diverted to neighboring cities and communities. The present survey indicates that no small proportion of the trade of one community finds its way by means of the automobile to the next largest community or city, and so on until this chain of diverted trade reaches the metropolis, where traffic congestion is so great that the owner-driven automobile is seldom used for shopping purposes and where entrance to the city is made by means of train or bus.

It appears, therefore, that both the merchant of the decentralizing city and the merchant of the centralizing city must meet the problem of diverted trade. In the former case it has spread out within the city's

● MR. HAGENLOCHER says: "If I were giving one simple rule for successful billiard play, I should say, 'Watch your nerves!' That's why I've smoked Camels for years. They never upset my nervous system."

● ERICH HAGENLOCHER, twice 18.2 balk-line billiard champion of the world. Healthy nerves have carried him successfully through the sternest international competition to many titles.

● RIGHT—TALKING IT OVER calls for more Camels. Steady smoking reveals the true quality of a cigarette. Camels keep right on tasting mild, rich and cool . . . no matter how many you smoke.

Steady Smokers turn to Camels

"I know of no sport," says Erich Hagenlocher, "that places a greater strain on the nerves than tournament billiards. The slightest inaccuracy can ruin an important run. One simple rule for success is, 'Watch your nerves!' I have smoked Camels for years. I like their taste better and because they're milder, they never upset my nervous system."

There *is* a difference between Camel's costlier tobaccos and the tobaccos used in other popular cigarettes. You'll notice the difference in taste and in mildness—and Camels *never* jangle your nerves. You can prove this yourself. Begin today!

IT IS MORE FUN TO KNOW

Camels are made from finer, MORE EXPENSIVE tobaccos than any other popular brand. They give more pleasure: Your own taste will confirm this.

Copyright, 1933, R. J. Reynolds Tobacco Company

Camel's Costlier Tobaccos

NEVER GET ON YOUR NERVES
NEVER TIRE YOUR TASTE

limits; in the latter, it has left the city for the next largest community.

Lost Business

A problem less simple and less easily combated is lost business. By lost business is not meant that business which is diverted elsewhere, but the possibilities which, because of traffic congestion, do not materialize. This possible business may represent merchandise movement less in volume and less in value. It consists of nonessentials, semiluxuries, and luxuries; otherwise it would of necessity find an outlet. It takes the form of frills and furbelows, fads, vanities, novelties, knick-knacks, and a multitude of innovations not without value, but of greatest value while they are new. Such articles are not confined to women's apparel, but exist in almost every line of merchandise. Their sale depends largely upon window displays, and frequent and leisurely shopping is almost necessary. Some of this business is undoubtedly diverted, but a great deal of it is said to be actually lost when shopping trips decrease in number. Merchants are realizing that if this loss is to be prevented either by downtown or subcenter business, the problem of taking care of vehicular traffic will first have to be met.

Increased Cost of Merchandise

While the chief interest of retail business is to sell merchandise with satisfaction to its patrons, other interests of direct or indirect relation are given attention. The successful merchant keeps a watchful eye on all those factors which tend to increase the cost of merchandise.

Much has been said about delays in the delivery of merchandise, both bought and sold, which occur regularly as a result of traffic congestion, occasioning an additional buying expense and increased selling cost. According to the reports of the National Conference on Street and Highway Safety, detailed traffic tallies in a city of more than 175,000 in population indicated that congestion was costing that community $35,000 a day. In another city of something more than twice that size estimates were that congestion costs $100,000 a day, while in and about one of the largest cities in the country, in the operation of a fleet of 843 taxicabs delays due to congestion amounted to 9.5 per cent. of the working time of the cabs, or the equivalent of about $2.50 per day per vehicle. And this is time lost as a result of congestion only, and does not take into consideration time lost as a result of turns, poor name signs badly marked and badly maintained detours, and a number of other delay causes.

Another cause of delay traceable to the congestion of vehicular traffic was acutely demonstrated in an extensive fire which occurred recently in a business area. Because of the congestion in that area it was difficult for fire apparatus to approach quickly, and no little menace to merchants was thereby created. Delays as a result of all forms of congested traffic have been estimated to amount to an annual cost running into millions of dollars. With such a sum it is possible that retail business bears a goodly portion of this burden, which sooner or later may find expression in the increased cost price and the increased selling price of most merchandise.

Relief for Customers' Automobiles

Since the automobile is the dominant element in the congestion of vehicular traffic, it is natural that this vehicle be given first consideration in working out remedial measures in the problem of traffic. We shall here consider some measures that have been utilized by merchants.

Retail business has numerous points of contact with the automobile, but the one which touches business most vitally is through the automobile of the customer. The formulation of a plan which will economically provide actual relief to traffic congestion and at the same time convenience to the customer is recognized to be the greatest service problem confronting the merchant of today. And this plan, whatever else conditions may require of it, has two fundamental conditions to meet: (1) The discharging of passengers at the store entrance, and (2) the providing of parking space for customers' cars.

Discharging Passengers

The discharging of automobile passengers at the store entrance necessitates a cleared entrance way at the curb. This privilege is closely related to whatever traffic regulations may be in effect, although in most instances merchants have the opportunity of requesting from the proper police authorities that a certain amount of their curb footage be cleared. To keep this curb footage cleared, however, is a matter which usually rests with the store, to be met by the employment of a door man or some one delegated to perform this duty. Such an arrangement, of course, insures the store that its chauffeur-driven patronage and all other patronage which is discharged at the store entrance is in this respect cared for properly. This is one of the costs of traffic congestion borne by merchants themselves.

In some instances this traffic regulation is not taken advantage of, for the reason that space in front of the store is so limited that if it were used in this way there would then be no room for parking. How much curb footage in proportion to total should be given over to a cleared entrance way appears to be a matter dependent upon the store's amount of automobile patronage, the amount of curb space at the disposal of the store, and the adequacy of parking facilities in the neighborhood.

According to estimates expressed by merchants in the present questionnaire survey, it was found that of stores reporting percentage estimates of automobile patronage an average of 19 per cent. of that patronage was reported to be chauffeur-driven by the unselected group of 120 stores in cities in Group I; an average of 5 per cent. was reported to be chauffeur-driven by the unselected group of 124 stores in cities in Group II; an average of 3 per cent. was reported to be chauffeur-driven by the unselected group of 240 stores in cities in Group III; and an average of 1 per cent. was reported to be chauffeur-driven by the unselected group of 480 stores in cities in Group IV. These percentages are of interest in that they are a general indication of the amount of automobile patronage desirous of being accommodated at the store entrance. This includes only paid or regular chauffeur-driven patronage. Just how much of the owner-driven patronage also desires the privilege of driving up to the store entrance for a few moments to discharge passengers can best be estimated by each merchant on the basis of his own conception of owner-driven patronage.

(To be continued)

A one-idea tobacco

. . . that is a tobacco made for pipes and not for anything else. There is a part of the leaf tobacco on a stalk which is best suited for pipes . . . and that's the kind used in Granger Rough Cut.

It takes time and money to make a real pipe tobacco. May we ask you to try Granger?

A sensible package
10 cents

Granger Rough Cut

***—the tobacco that's* MADE FOR PIPES**

© 1934, Liggett & Myers Tobacco Co.

More Cuban Tobacco

THE CONSENSUS among Cuban tobacco growers and warehousemen is to the effect that Cuba will plant more tobacco this season than in any year since 1930. American Consul Lee R. Blohm advises, in a report made public by the Tobacco Division, Department of Commerce, that Cuban tobacco planters are watching closely the efforts of the American Government to reduce the acreage of tobacco cultivation. Should considerable reduction in acreage be effected, planters in Cuba propose to increase their acreage for the 1934 crop. The present exchange situation, which has lowered the cost of Cuban tobacco in Europe, will also encourage an increase in plantings.

Cuban tobacco is transplanted in November from beds seeded in September. Most of the crop is harvested during the following months of February and March. The tobacco growers' syndicates have not determined up to this time just what increase in acreage will be made, awaiting the disposition of the 1933 crop before recommending any action. It is said that strikes among field workers in the tobacco zones threaten at the present time to interfere seriously with the 1934 plantings.

According to data from the Comision Nacional de Propagande y Defensa del Tabaco Habana, the estimate of the tobacco production for 1933 in the Vuelta Abajo district amounts to 942,219 pounds of wrapper and 12,121,401 pounds of filler, total 13,063,620 pounds, as compared with 522,071 pounds of wrapper and 9,981,636 pounds of filler, total 10,503,707 pounds in 1932, an increase of 24.6 per cent.

Prices of leaf tobacco this year have remained steady and somewhat higher than in 1932, due partly to better quality and partly to diminished production. Export prices on wrappers for bales of 80 to 100 pounds range from $80 for the poorest grade to $300 for the best quality. Prices of filler were as high as 60 cents per pound. Scrap tobacco has fluctuated according to demand.

Canadians Smoke Raw Leaf

AN INTERESTING development in the domestic market in Canada is the direct consumption of raw leaf tobacco, without passing through the hands of the manufacturers. This has always been one feature of the Canadian trade, especially among the French population in Quebec. The leaf is merely fermented slightly. The smoker just cuts it up and smokes it in his pipe. It is the cheapest form of tobacco. It has been possible to buy this tobacco for as low as 10 to 15 cents per pound, whereas the cheapest manufactured tobaccos cost about 60 cents per pound. Some 10,000,000 pounds, or possibly 12,000,000 pounds, have been consumed as raw leaf.

This partly explains the decline from 5,000,000,000 to less than 4,000,000,000 in the consumption of cigarettes in Canada from 1931 to 1932. Raw leaf pays no tax; it is free leaf; the government has no contact with it at all. In Canada, unless it goes to a manufacturer, the government has no interest in tobacco; the duty on tobacco is always an excise duty. Canadian tobacco growers have, so far, had rather a dry season, with the result that the yield per acre is expected to be low, about 800 pounds per acre, against 1975 per acre in 1932. A reduction in the output of all varieties of tobacco is anticipated.

Acreage Reduction Plan

THOSE in charge of the tobacco program point out that the supply situation appears to be more serious in the case of Pennsylvania-New York tobacco than with most other cigar types. The production of this tobacco in this district has exceeded consumption during the past five years by 15 to 20 per cent. It is estimated that with average yields and without the tobacco acreage reduction plan, growers in this district would this year produce 13,000,000 pounds of tobacco in excess of consumption requirements.

An increase in production to the extent indicated without the acreage reduction plan in operation would bring the ratio of total supply to demand up to about seven and one-half to one. The normal ratio should be about three to one. If all growers in the district adopt the plan, the amount of tobacco produced this year will be materially reduced.

With the plan in operation in this district it is expected that with average yields, the 1933 crop will be about 14,000,000 pounds less than it would be without the plan, and the total supply as compared with last year's will decrease rather than increase. This will make the Pennsylvania-New York tobacco supply 8 per cent. less than it would be without the plan, it was pointed out.

Production in New England has exceeded consumption during the past three years by nearly 11,000,000 pounds, according to those in charge of the program. While tobacco growers have already made reductions in acreage, further reductions are needed to improve the cigar-leaf tobacco situation, they point out.

Prices for filler and binder types of tobacco included under the plan were, during the 1932-1933 marketing season, lower than for any season covered by records of the Department of Agriculture. Some of the 1932 crop remains in farmers' hands, according to reports. As long as surplus supplies continue, those in charge of the plan point out that little hope for a material price improvement can be entertained.

The purpose of the cigar-leaf tobacco plan in New England is to pay farmers to make further reductions in tobacco acreage this year. If all growers in the district adopt the plan the amount of tobacco produced this year will be considerably reduced. With the plan in operation in New England it is expected that the 1933 crop will be 4,000,000 pounds less than that which would be produced without the plan.

Tobacco growers of the Ohio-Indiana district confront a situation which, without a plan for reducing production, would at the end of the 1933 crop year result in an increase of tobacco stocks in hands of farmers and dealers. With average yields and with no reduction plan, the tobacco harvested this year would be about 20 per cent. more than the indicated consumption for 1932-1933, those in charge of the plan assert. If all growers in the district adopt the plan the amount of tobacco produced this year will be considerably reduced. With the plan in operation in the Ohio-Indiana district, it is expected that with average yields, total supply of cigar-leaf tobacco in the district could be reduced 4 per cent. from the 1932 supply.

Cigar-leaf tobacco growers of the Wisconsin-Minnesota district confront a situation which, without a plan for reducing production, would at the end of the 1933 crop year result in an increase of tobacco stocks in hands of farmers and dealers.

The Tobacco World

BAYUK BULLETIN

VOLUME I — NOVEMBER 15, 1933 — NUMBER 23

PHULOFAX

(The Retailer's Friend)

SAYS

When you go into a store to sell, Mr. Salesman, do you have a definite plan of approach . . . a definite objective to attain . . . or do you go in to see "what's doing," and then accidentally hit or miss in scoring?

—o—

Always feel that your customer's problems are your problems more so than your problems are the customers' problems. To SELL means to SERVE.

—o—

Maybe your featured cigar brand is being advertised in the newspapers . . . do you read each ad? Frequently you will find therein a dandy point to elaborate on in your sales talk.

—o—

Speaking of newspaper advertising, Mr. Dealer, to what extent do you cash in on this publicity? Perhaps, many of your customers are looking for "that advertised brand" . . . make it easy for them to SEE it displayed in YOUR store. A window poster of that brand will help YOU do more business, too.

—o—

Again and again let P. M. P. remind you that NOW is the time to start working for Christmas business . . . build up sales on 50 cigars as much as you can.

—o—

M. K. T. inquires: "Do you advocate lining up all your 10c sizes of cigars together . . . the 2/25c sizes together, etc., or do you approve of lining up separately the various brands by sizes?" We favor the latter.

—o—

Here are two jobbers . . . both work exactly the same territory. A has 2500 customers—B has 1875 customers. Which is the BETTER jobber?

—o—

A Super-Salesman's Selling Secret

—S. M. Vauclain, President Baldwin Locomotive Works, says: "The secret of selling is not in getting big orders but in getting more customers."

—o—

How many dealers should a salesman contact each day? What is a fair per cent of sales as against calls? What amount should an order average? What should an order average to make it profitable? What per cent of your accounts are within 30 days, 60 days, 90 days? Maybe, an answer to these and other questions will be the answer to your problems.

—o—

Give allegiance to your House in thought, word and deed. When you can't find it in your heart and head to do so, make room for one who can. To fall down on your job is an excusable slip-up, but to lie down on the job is rank rebellion.

Phil M. Phulofax

D. B. L.

**Associated with BAYUK CIGARS, INC., Philadelphia—Makers of fine cigars since 1897*

MEMOIRS OF ALEX SMART

Alex Lands a Job and Shows His Stuff.

SYNOPSIS: *Alex Smart, Cigar Salesman Extraordinary, the man who has held more jobs (temporarily) than any other sunuvagun in the business, in his opening chapters shows the young salesman the kind of jobs to avoid. In this installment Mr. Smart demonstrates how to get a job—and what to do with it.*

Regardless of the fact that this fourth jobber was the only one remaining in town who could dicker with me for my services, I determined that after all he had been my first choice from the start, so I made up my mind to let him have the benefits of my talent and, well, I went to see him.

He must have been very much impressed with this determined attitude of mine, 'cause after telling me that his best salesman had just been in an automobile accident which would necessitate his being off the job for three or four months, and that he needed any kind of a salesman very badly, we, he and I, decided to have me replace the injured salesman.

Thus, you see, that once again my determined resolution to go with that house had its reward.

Things went pretty smoothly the first few days. The Boss said he didn't expect very much from me until I got my bearings and of course I didn't disappoint him. The customers on the route were nice dealers—they were particularly solicitous about the salesman who had been in the automobile smash-up. They asked me how long I was going to cover his route and when I told them I did not know, they'd remark that they hoped their regular man would get out of the hospital real soon.

It wasn't long tho before I discovered that this jobber was simply not in my class, especially so in the matter of credit. He had quite a few of his accounts on what he termed a C. O. B. basis. One day, I made three deliveries to three so-called C. O. B. customers and, manoman, did the Boss attempt to ball me out. He asked me if I knew what C. O. B. meant and I told him that I knew it meant "Collect old bill." He said, "That's right but why didn't you collect old bill before you left another bill?"

Couldn't Scare Me!

He didn't intimidate me one little bit 'cause I flared back at him, "I didn't collect old bill because the bill wasn't *old* . . . the dealers only got the goods two weeks ago and needed more goods . . . how are you going to collect old bill when the old bill isn't old?" He was speechless for a moment and then took me in the back office and tried to tell me what he meant by a C. O. B. I was always kind-hearted and felt sorry at his ludicrous explanation so I softened up a little and said, "O.K., Boss, I'm sorry . . . I didn't know I was doing wrong." He replied, "I guess you're right . . . you didn't KNOW you were doing wrong . . . to distinguish between right and wrong, you've got to have intelligence."

After forcing this apology and recognition from him, I charitably forgot the whole incident and held nothing against him.

One day, I was on my way to visit an old account who had not been buying from my House for some time. As I approached the store, I saw a competitive salesman going in with two armfuls of merchandise. I waited awhile to give him time to come out and pretty soon he did come out with the same two armfuls of merchandise. Gee, what a break for me! I hopped into the store . . . the dealer was sure sore at the other salesman . . . I didn't stop to find out why but unlimbered my swift sales talk . . . of course, I guessed what was wrong . . . the other salesman must have tried to pull a fast one and got caught. Anyhow, after I got thru my talk, the dealer rattled off an order that was a peach . . . he certainly was an easy guy to sell . . . couldn't see why that other salesman would have trouble with such a nice dealer. His case and shelves were pretty bare so you know I did get a nice order . . . made delivery and next morning told the Boss about how I beat the other salesman out of a fine, fat, juicy order. .

Can You Beat It?

The Boss hit the ceiling. He hollered, "You don't mean to say that you gave him credit, do you?" "Sure, I did," said I. "Didn't you look at that dealer's route-card and see that it was marked C. O. D. and didn't it mean anything to you when that other salesman was taking goods out instead of keeping them in. Don't you see he, too, would only deliver C. O. D.?" blustered the Boss.

Well, of all the damphool nonsense that I was man enough to stand for . . . I didn't look at the route-card because he hadn't bought anything from me and even if I had and saw it marked C. O. D., what difference did that make? On the Boss' own say-so, he wouldn't buy C. O. D. from the other salesman; why should he buy C. O. D. from me; and if I was out for sales, what other course could I pursue?

The Boss gave forth eight or nine mouthfuls about rules and rules and rules until I told him that exceptions to the rules usually prove the rules and if he wanted to prove his rules, he had to make exceptions. I furthermore said that I felt like quitting, and he asked me if I ever gave way to my feelings. Didn't quite get his meaning so I restrained myself, for which magnanimity on my part I hope he was grateful.

But speaking about credits, I can give unqualified and yes, if need be, uncertified proof that I know more about credits than the numb-skull Credit Bosses or Managers of many a jobbing house, and my inability to demonstrate my credit ideas is merely a reflection on the intelligence of my many employers, because of their narrow-minded belief that in a showdown it was more important for them to remain in business than it was for their customers to stay in business. Of what use was it for a jobber to stay in business if his customers went out of business? Can you beat that?

In his next installment Alex Smart has much to say concerning such perplexing problems as the extension of credit, and trade discounts. Mr. Smart expounds his theories in such clear and simple language as to be within the comprehension of the least intelligent employers of salesmen.—THE EDITORS.

NO ARMISTICE IN THIS WAR

At eleven o'clock on the morning of November the eleventh, 1918, the greatest war in history ceased—even more suddenly than it had begun.

November the 11th, 1933, finds us engaged in what is in many ways a still greater war—a grim if bloodless struggle against invisible foes—Depression, Fear and Discouragement. And in this war there must be no armistice.

True, the "Hindenburg Line" held by the enemy since 1929 has been broken, and he is in full retreat. But he's not yet beaten. Any let-up or our part now will give him opportunity to rally his scattered forces and consolidate his position.

In this war, as in all others, general staffs may plan, but it is the man doing his individual bit on the firing line who wins battles—or loses them.

Every order the salesman takes, every sale the retailer makes is another shell hurled against the enemy trenches. Let's each of us "do our part"—and just a little bit more—during the next few months. We shall not only be adding to our own financial stature, but we shall be doing our bit for the common cause in the war that *must* end only with a smashing victory.

HARRY E. REED WINS "GRAND OLD MAN" PRIZE

The Bayuk Bulletin's prize of five dollars to the oldest salesman still actively selling for a cigar manufacturer, jobber or retailer has been awarded to Harry E. Reed.

Mr. Reed is 85 years old and is employed by M. Bergen & Sons, Elizabeth, N. J.

The Bayuk Bulletin offers its heartiest congratulations to Mr. Reed and to the other veteran salesmen who entered the contest. Long may they continue to disprove Dr. Osler's famous theory that a man ought to be chloroformed at sixty.

HOW'S THIS FOR A SWELL IDEA?

Suppose you are an ex-service man and own a cigar store—or are contemplating going into the business. How's this for an idea?

Give your store some such name as "The Argonne Smoke Shop" or "The Canteen." Decorate it with tin hats, German helmets and other trophies of the "Big Parade." Employ only exdoughboys, gobs or girenes as salesmen. Give the whole place an "American Legion" atmosphere.

Out of the five million service men, a good many must live in your town. A shop like that would appeal strongly to them. And as to the general public—well, the fact that you and your sales force had honorable war records would decidedly be no disadvantage.

We believe a shop like that would go. If the idea's any good to you—you're welcome.

BAYUK BRANDS BUILD BUSINESS

Bayuk Philadelphia Perfecto
Havana Ribbon
Mapacuba
Charles Thomson
Prince Hamlet

PHILADELPHIA.

New Retailers' Organization

AT A MEETING of retail tobacconists held in the headquarters of the Tioga Business Men's Association, at 3308 Germantown Avenue, on October 30th, attended by C. H. Eberhardt, 3306 Germantown Avenue; George Haug, York Road and West Tioga Street; Louis Schwartz, 1636 West Venango Street; Mrs. B. Sproul, 3216 Germantown Avenue; Max Bernfeld, 3446 North Thirteenth Street; Charles Henzel, 1226 West Venango Street; Jerry Heberlein, 1612 Westmoreland Street, and Mrs. Schlang, Twelfth and West Tioga Streets, a resolution was adopted authorizing the meeting to organize an association of retail dealers and also to act as a committee and each member of said committee to bring in ten new members at the next meeting.

A resolution was also adopted to the effect that the meeting go on record as upholding and approving the action taken at the meeting of the Retail Tobacco Dealers of America, Inc., held in New York City on June 17th and 18th, and also declaring their loyalty to its chairman, W. A. Hollingsworth.

A resolution in the interest of the small retail dealer was forwarded to General Johnson, of the NRA, and to the Department of Agriculture.

Kolodny and Scrambling Here

JOSEPH KOLODNY and George Scrambling were visitors in town on Wednesday attending a meeting of the Philadelphia Jobbers at the Hotel Walton. Both Mr. Scrambling and Mr. Kolodny addressed the meeting on behalf of the National Association of Tobacco Jobbers and outlined in no unmistakable terms the plans of the association under the National Recovery movement. Mr. Kolodny made it very plain that the Recovery movement was going to be successful, although the objective would not be reached at once, but he emphasized the point that when the plan was fully put into effect, those jobbers, as well as other merchants throughout the country, whose business was founded on chiseling and cut price methods of competition only, would find themselves in a very precarious position, and unless they could adapt themselves to the "New Deal" they would unquestionably be ultimately eliminated. There were approximately sixty persons present at the meeting, and Mr. Kolodny's address was given an enthusiastic reception.

Trade Notes

Jim Head, of Benson & Hedges, was in town last week collecting orders for his high-grade cigarettes for the holiday season.

John Wagner & Sons, 233 Dock Street, report that their Wagner Flares, retailing at 10 cents, are experiencing a very gratifying demand.

Mr. Patterson, representing the La Flor de la Isabela factory in Manila, was a visitor last week and reported business very good.

Other visitors last week include Frank Swick, of Simpson, Studwell & Swick; Barton Lemlein, of M. Sacks & Co.; George Stocking, of Arango y Arango, and Mr. Cobey, of Cobey & Cobey, New York manufacturers of high-grade private brands of cigarettes.

B. C. Jessa, representing Heine's Tobacco Co., Massillon, Ohio, was in town last week visiting the trade and gathering in the orders for holiday shipment. Yahn & McDonnell, local distributors of Heine's Blend smoking tobacco, have acquired an excellent distribution for this high-grade brand in this territory.

A very pretty wedding took place on Sunday, November 12th, at the home of Mr. and Mrs. Charles Bobrow, Upsal Gardens, Germantown, when their daughter Anne became the bride of Nathan Berg. The ceremony was performed by Rabbi Wolsey, of Rodeph Shalom Synagogue. The bride was attended by her sister, Miss Rhoda Bobrow. The best man was Sidney Berg, brother of the bridegroom.

The Club Managers' Association of Philadelphia held their last golf tournament of the season last week at the Cedar Brook Country Club, and it proved to be a most enjoyable affair. About sixty members and guests were present, and Hugh Love, manager of the Cedar Brook Club, certainly proved himself a most admirable host. Thomas Keevil, restaurant manager for the Strawbridge & Clothier store, was the winner of the first prize.

Cuban Crop Outlook Discouraging

THE CUBAN tobacco industry has been seriously affected by existing labor conditions. The packing of the last crop has been partially paralyzed through labor troubles, the workers having been induced by labor agitators to join the strike movement, and in many cases the difficulties are still pending settlement.

As a result, there have been practically no tobacco operations in the country and very few in Havana. Wholesalers have greatly restricted their demand, and it is reported that they may totally suspend operations as soon as they have sufficient stocks on hand to take care of the estimated consumption for the next few months. Workers in tobacco warehouses in Havana have presented demands which are considered inacceptable by the employers, and it is not impossible that they will shut down if some acceptable working basis cannot be arrived at.

Cigarette manufacturers have finally induced the Government to reduce the consumption tax on cigarettes from one and one-half cents to one cent a package (effective July 1, 1933), although efforts had been made by the different organizations to have the tax entirely eliminated. Manufacturers contended that, under present economic conditions, they could no longer operate at a profit. About half of the cigarette manufacturers are working at present, and only a few of these under full schedule because of labor difficulties. Conditions in the industry show a little improvement since July 1, 1933, indicated by increases in stocks purchased by these manufacturers for immediate needs. Efforts of tobacco growers in Pinar del Rio Province to have the consumption tax of 50 cents per tercio (bundle) on tobacco rescinded, have not yet been successful.

Must Justify Price Rises

Increases in commodity prices in proportion to the higher costs resulting from the operation of recovery codes and the President's re-employment agreement will meet with no criticism from the National Recovery Administration, but manufacturers skyrocketing prices on merchandise produced before codes or agreements became effective will have to justify their action in public hearings, according to Recovery Administrator Hugh S. Johnson.

Thorough investigation will be made of all profiteering charges before formal public action is taken, but the administration is determined that the provisions of the Recovery Act or of codes adopted thereunder shall not be used for profiteering purposes.

The heaviest penalty imposed upon profiteers is expected to come from the adverse publicity that would accompany any public hearings that might be held. Inasmuch as the Government will be possessed of all the facts in each case, secured direct from the books of the alleged offenders, it is not likely that concerns accused of profiteering will be able to make any successful defense.

Cigars in a Will

By the will of the late Sir Edward Manville, who passed away in March, well-known engineer, and former M. P. for Coventry, England, a valuable collection of cigars formed a part of his estate.

Sir Edward was noted as a connoisseur of cigars, and by his will he left his collection of them to his friends, Sir Julian Orde and Mr. Percy Martin, or the survivor. Sir Julian passed away in 1929.

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REGISTRATION

DUNNSBORO:—46,250. For tobacco, cigarettes and cigars. October 24, 1933. Chas. C. Auld Tobacco Co., New York, N. Y.

TRANSFERS

GRAN REINA:—18,774 (Tobacco World). For cigars, cigarettes, chewing and smoking tobacco. Registered October 15, 1909, by Schmidt & Co., New York, N. Y. Through mesne transfers acquired by Jacob Rich, New York, N. Y., and re-transferred to Golovine Cigar Co., Inc., New York, N. Y., October 23, 1933.

THREE CHEERS:—996 (Legal Protective Association). For cigars. Registered December 28, 1882, by Lichtenstein Bros. & Co., New York, N. Y. Transferred to George Schlegel, Inc., New York, N. Y., and re-transferred to Continental Cigar Corp., Scranton, Pa., October 31, 1933.

Texas Experiencing Trouble With Tax

The State of Texas is reported as having difficulty in enforcing the State cigarette tax law, the same as has been experienced in other States having similar laws.

In one county three hundred merchants have failed to pay the annual license fee of $7.50, according to the County Attorney, and this number would naturally have to be multiplied many times to arrive at the total number of evaders in the whole State. A large number of the cigarettes sold in the State, also, are said to be sold without the State revenue stamps affixed, as many merchants receive their supplies from outside the State borders.

The International Brands of Henry Clay & Bock & Co., distributed here by Yahn & McDonnell Cigars, are experiencing a steadily increasing demand, and the above firm has been recently forced to wire headquarters for rush shipments on some sizes of these brands.

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WHEN BUYING CIGARS
Remember that Regardless of Price
THE BEST CIGARS
ARE PACKED IN
WOODEN BOXES

THE TOBACCO WORLD

Vol. 53 DECEMBER 1, 1933 No. 23

Men Do Not Like Pennies—Odd-Cent Price Reduces Cigar Smoking

By HARVEY L. HIRST

Chairman Special Committee, A. C. M. L. T. D.

Much was accomplished towards the adoption of the cigar code during the two full days (November 23 and 24) devoted to the hearing in Washington. The hand and machine branches agreed on a code acceptable to both. The Code Authority will consist of six members, three representing machine workers and three hand workers. The merchandising provisions are supported by the leading jobbing and retail trade bodies. Persons desiring to file briefs or amendments to the proposed Code will have until December 4 to do so. A summary of the deliberations is published in our regular Washington letter on Page 12 of this issue.

THERE is a closed price-top for cigars. Smokers like even money; the odd cent, it has been found, is not popular and causes a decrease in the consumption of cigars. Witness the rapid decline of Class B cigars as soon as five-cent cigars became available.

During the latter years of the war and for a considerable period after that, cigars were salable at eight cents, but economic conditions were different then from now. Labor was scarce and wages high. For manufacturers to increase the price of their five-cent cigars so that they must cost the smoker more than five cents will be to reduce consumption. That of itself would interfere with the NRA plan.

The six-cent cigar does not mean a higher price to the farmer for his tobacco; it does not mean the employment of more cigarmakers. The sales resistance against the six-cent cigar is so strong that the manufacturer would have to spend a much larger proportion of his income upon advertising and promotion than he does now, which means he would be obliged to hold down on everything else. I am frequently asked why cigars cannot be increased logically when higher production costs justify such action, just as other commodities do. I suppose it is because the buyers of cigars are men, and men do not like pennies. Furthermore, cigars are never sold in connection with other articles. Women do not object to pennies and many odd-price articles they use are bought in connection with other articles so that the odd-cent part is not so apparent. I want to thank you gentlemen for the stand Washington has taken on the subject of loss-leaders. This is particularly important to us because tobacco products are particularly subject to attacks along this line.

I would like to call your attention to the Philippine factories which are not under the operations of the NRA, yet their products are coming in in constantly increasing quantities and competing with the products of American cigar manufacturers who are controlled by the NRA. Somebody here ought to make it his business to see that this is stopped. We are sent from the NRA to the AAA and Tariff Commission, but nobody does anything.

During the course of this hearing we will show by charts the cost of producing five-cent machine cigars before the NRA went into effect and the cost since then, with the added cost of the processing tax. These charts will show that there is very little profit to the manufacturer—almost none, in fact—and I can assure you that it is easy to demonstrate that any further tax will wipe out this profit, put five-cent cigars in an odd-cent class, which, as I have explained, will reduce consumption, making the cigar industry a poorer instead of a better customer of the tobacco farmer. This code, as it stands now, represents the best, fairest possible compromise in the matter of producing the highest wages and the largest consumption. Any higher rate will cause a further decline in an industry that is already declining.

To Name Cigar Container Industry Code Authority

AS REQUIRED by the Code of Fair Competition of the Cigar Container Industry, approved November 27, 1933, a meeting of the industry will be held on Saturday, December 16, 1933, at three o'clock P. M., at the Benjamin Franklin Hotel, Philadelphia, Pa., to elect members of the Code Authority. Any qualified member of the Cigar Container Industry may vote, either in person or by proxy.

This meeting is called by the National Cigar Box Manufacturers Association, as authorized by the Code. For further information address Hobart B. Hankins, Secretary, 236 Chestnut Street, Philadelphia, Pa.

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Manufacturers Anxious to See Burdens of Retailer and Jobber Lightened

By FRANK P. WILL

Chairman Cigar Code Merchandising Committee

WE consider the merchandising provisions of our Code far more important than many of the other provisions which we have submitted covering working conditions within the manufacturers' organizations. Our plan does not contemplate advancing prices but to maintain intended price levels and establish the industry on an equitable basis for thousands of retail dealers in every section of the country.

Years ago cut prices were limited to the transient sections of large cities and the situation was controllable, but in the past few years the practice has spread and there is hardly a section of the country immune from this vicious practice. When the NRA was introduced, and the acceptance of the President's Blanket Agreement was advocated, we found thousands upon thousands of retail cigar dealers signing up and willing to do their part.

For several weeks there was a definite evidence of all parties in the industry to correct the evils and bring about more equitable working arrangements, and there were evidences of enthusiasm and hope for future prospects because of the fact that many of the principles we are advocating in our merchandising provisions were operating.

It was only a few weeks however, for the dealers that had been accustomed to crowded stores found that their customers were discovering that the prices offered were not as attractive on the popular merchandise as previously. The customers discovered that their local dealers were almost in line with the prices offered by the unfair dealer, and as the patronage diminished, the retail dealer, learning that there was no power to suppress his actions, started back to the previous method of cutting prices unfairly; and, as a result, from one end of the country to the other we find chaos of the most vicious character existing throughout the cigar business—and the demands being made upon the Manufacturers, the Retail Dealers Association and the Jobbers Association have been terrific.

Thousands of dealers are threatened. They have counted on our Code correcting the evils—and, gentlemen, to have that vast number of dealers know that there is no relief means disaster. They are not going to believe that the manufacturers are urging this consideration—no, they must judge unfairly, and it is only because of my knowledge of this condition with the retailer and the jobber that I plead this case and definitely tell you that the manufacturers are anxious to see the provisions adopted and the burdens of the retailer and jobber lightened.

Report of Merchandising Committee

IN presenting the merchandising provisions of the Cigar Code, we wish that it were possible for you gentlemen to realize how much depends upon our success in having the Vertical Code of Fair Practices and Merchandising accepted. For six months the Merchandising Committee has been working diligently two to three days each week, and many times a full week, listening to reports from representatives of the industry from every part of the country. We pledge to you that there is not one grain of selfishness contained in any of the merchandising provisions.

We believe that the tobacco industry—an industry, which you possibly know contributes through taxation more Federal revenue than any other industry—must be recognized when an appeal is made for corrections within the industry, for if our contentions are correct, the Federal Government through improvements in the industry is sure to benefit because of an increase in revenue.

The provisions of Fair Practices and Merchandising carry the endorsement of the Cigar Manufacturers & Leaf Dealers Association under the chairmanship of Mr. Harvey Hirst, and the combined endorsement of the National Association of Tobacco Jobbers, composed of jobbers and sub-jobbers throughout the country, and, as well, the Tobacco Dealers of America, representing thousands of retail dealers.

The provisions of the Vertical Code of Fair Practices have been constructed with a definite consideration for all parties involved in the tobacco industry. This is particularly true of the Jobbers Association and Retail Dealers Association, for they have formally adopted the provisions outlined in their Codes and respectively filed them from every standpoint.

The cigar industry is far different from any other industry. There has been a close contact between the manufacturer and the grower of tobacco far greater than that which is existent in many industries. Many manufacturers are growers on a large scale, so that the manufacturers are thoroughly familiar with the growers' problems, and we assure you that we are mindful of injecting conditions in our Merchandising Code that will benefit the grower of tobacco. We say this particularly because in the early days of the Recovery Bill the Agricultural Department reported that there was on hand a surplus of tobacco equal to six and a half years consumption of tobacco; and if the decline in cigar smoking continued—or, as we put it, if the conditions of which we complain are not corrected—this six and a half years surplus of tobacco will not diminish with the curtailed acreage of the past year but will be sufficient to cover additional periods of time because of the strangling conditions which are now existent in the business.

Mindful of the necessity of creating a national organization that will be truly representative of each branch of the industry from the grower to the consumer, plans have already been made for the establishing of a National Tobacco Council, a governing body to be composed of representatives from each and every branch of the industry. It will be the duty of this organization to hear complaints of unfairness and Code violations, maintain a policing power over the industry and operate as a means for the exchange of ideas, directed towards the betterment of conditions existing in the various departments of the industry.

The cigar business is unlike many other businesses for the reason that we have a fixed resale price limit. As most of you men know, cigars are sold at five cents, ten cents, two for a quarter, fifteen cents and three for fifty cents. They are even money purchases and there are grave thoughts in the minds of many manufacturers, jobbers and retailers of the consequence that will come to the industry if the odd-price figure is established, and we believe that if there is any curtailment in the sale of cigars the revenue to the Government first suffers and the farmers' condition is jeopardized. It is for this reason particularly that it is desired that cigars be maintained at the popular price levels so that the consumer will receive real value for the money expended.

In figuring the resale price of an article in the usual business it is customary for a manufacturer to determine the articles that are intended to be used in the product to be manufactured. The article is made, cost determined—and before actually setting the price the article is improved in quality in accordance with a predetermined thought in the mind of the manufacturer, or substitutions are made so that the actual cost can be lowered to the attractive price which is desired.

In the manufacturing of cigars, however, the custom is practically reversed. In other words, a manufacturer sets out to manufacture a five-cent cigar. The cost of distributing through the retail organization is determined. To this is added the cost of distribution through the jobbing channels. The amount arrived at gives the basis upon which the cigar is expected to be produced—that is, contain the tobacco, the labor, selling expense, advertising expense and manufacturer's profit. In other words, the figuring is from the top down rather than from the bottom up.

Because of the sales practices that are existent and desirous of being corrected, the ones suffering from a condition of this kind are usually the farmers and the laboring man. Under the labor provisions we believe we have endeavored to establish a fair wage scale, and we hope by our plans to overcome much of the sacrifice that the farmers have been obliged to make in the sale of their raw material by establishing a wider latitude for the manufacturer when considering the tobacco to be used in the construction of any cigar.

We have considered the jobbers of the country for the reason that anyone familiar with the jobbing situation in the country knows that for years they have been depleting their capital, hoping against hope that each season would bring about a correction. They have been unable to retain the reasonable discount allowances given to them for their service because of the highly competitive and unfair conditions that have confronted them.

The small retail dealer likewise has suffered because of his necessity of meeting the unfair competition. He has been obliged to sacrifice the intended profit which has been provided for him by the manufacturer, and our plan is definitely directed to correcting this condition. We believe a sufficient latitude of competition has been created between the manufacturers and we aim to maintain such competition and initiative, which we recognize is definitely desirable in all businesses.

Following back with the thought that the manufacturers' plan of establishing a cigar is based upon the pre-determined sales price, we advocate that the billing by all manufacturers shall be on the basis of the intended resale price of the cigars. In other words, cigars which are intended as five-cent cigars shall be listed at $50 per thousand by the manufacturer in the computation of all discounts. We might mention that by such a basis a manufacturer can establish any price that he may desire. In other words, if he decided to make a cigar to sell for six for a quarter he would be in a position to establish such a price by listing the merchandise at $41.66 per thousand. If he desired to sell them for six cents or seven cents each the same basis would apply.

After having arrived at the resale price desired for his merchandise, each manufacturer, in accordance with his own judgment, without any interference from any other manufacturer, without in any way consulting anyone connected with the industry or being bound under any restrictions whatsoever, would select from the price range established for retail dealers' profit such discount as he may desire to allow to the retail trade on his merchandise—the discount to be between the range of 20 per cent. and 28 per cent. from the list price; this amount to be in addition to the usual 2 per cent. cash discount allowance which we have considered as a financing expense.

To make it clear, suppose one manufacturer determined to merchandise a five-cent cigar and, because of the quality contained therein and the promotional efforts that he would give to the brand, he may determine that his merchandise should be listed at $50 per thousand less 20 per cent. for the retail dealer. Another manufacturer, not figuring on an extensive advertising campaign or promotional efforts of any consequence, could manufacture a cigar to retail at five cents and agree to allow to the retail dealer 28 per cent profit. To go further, a manufacturer may select any one of the discounts between the 20 and 28 per cent. Now the fairness comes in that the manufacturer who has selected the 20 per cent. discount must maintain this uniform price throughout the country. He cannot allow 20 per cent. in one territory, 25 per cent. in another territory and 28 per cent. in another, for the manufacturers agree to record such discounts which have been selected with the National Tobacco Council and they shall be uniform throughout the territory covered by the manufacturer.

In the past the discount provisions have varied in accordance with sectional conditions and the aggressiveness on the part of the dealer, and in many cases manufacturers have been obliged to make unfair allowances in certain territories in order to compete with existing conditions. The establishing of definite prices eliminates this unfair practice.

After having provided for the retail discount allowance, the manufacturer likewise has the full privilege, without consultation with any other manufac-

turer or any collusion or arrangement with any organization, to determine the discount that he will allow to his jobbing trade between the figures of 8 per cent. and 14 per cent. Once again we believe we have maintained competition in the distributing field without in any sense permitting an unfair charge against this service. Again, this jobbing discount selected by all manufacturers must be recorded with the National Tobacco Council so that uniformity shall be maintained in the territory covered by the respective manufacturer.

Each manufacturer is privileged to alter or change his prices and discounts at any time, without any arrangement or agreement with any other manufacturer, by merely posting the change of price with the National Tobacco Council within ten days previous to the change of price. This likewise maintains the freedom of the manufacturer and, in our opinion, serves to relieve the industry of unfair advantages secured by certain groups of dealers, as, to repeat, the prices will be uniform throughout the territory served by the manufacturer—to retail dealer, to jobbers and to all groups of dealers handled by the manufacturer. We repeat that the discounts are reasonable and will do much to correct many of the evils which have jeopardized the industry.

This manner of billing will overcome one of the very definite evils which has jeopardized the business of the retail dealer and the jobber, for in the past, trade discounts, quantity discounts, allowances for advertising, allowances for co-operation of one sort or another have permitted certain dealers to offer merchandise at viciously low prices.

In the sale of cigars we find we are confronted with trade-marked articles, and the manufacturers so as to be able to establish consumer acceptance, spend years of efforts in building up favorable consumer recognition of the particular brand. In a number of cases millions of dollars have been spent to secure favorable consumer acceptance, and it is this difficult and expensive asset of the manufacturer which is jeopardized by the unfair conditions that are at present existing in the industry.

To explain: One merchant, because of aggressive methods, and ability to chisel unfair allowances, far greater than received by his competitors, offers for sale the best selling brands known to the community at prices far below that which can be offered by the neighboring dealer. For a while this second dealer endeavors to compete with this unfair practice and explains to the consumer the unethical practice, and may go so far as to question the legitimacy of the merchandise offered. Soon, however, such a task becomes unbearable. He then is obliged to hide the popular merchandise, or that merchandise which is offered by his competitor, and offer brands which are unknown to the consumer, which may be of the same quality but in many cases they are brands which are offering the dealer a larger discount, for the reason that the legitimate trade is so curtailed that he must expect to make a larger profit on the unfamiliar brands to take care of the lessened volume of business of the section. The manufacturer of the nationally advertised brands is therefore seriously hurt by such action, for records and experience will show that cigars must be prominently displayed in order to be sold, and the manufacturer, because of the action of one dealer, many times loses display in the other outlets in the community and definitely loses the co-operation of the smaller dealers and loses the benefits to be received from the advertising in the smaller locations.

While we will not go on record as saying that unknown or unpopular brands do not offer quality as good as that which would be received in the nationally advertised merchandise, one can readily realize that there is an opportunity for inferior merchandise to be offered to the smoker, and the industry as a whole suffers every time a cigar smoker receives a poor cigar; and it is only necessary for any one individual to secure poor cigars over a limited period and we will find that there is a desire to condemn all cigars as poor and the individual soon decides to discontinue cigar smoking, and the cigar grower and the laboring man must suffer when such conditions become general.

To go further, let us take a business man leaving the office and expecting some friends at home in the evening and by chance he passes by one of these dealers who has offered a popular brand of merchandise at an extreme cut price. He decides to purchase a box of cigars and after examining the box in all particulars is satisfied that it is the legitimate merchandise, purchases the cigars and goes merrily on his way.

A few weeks later at home in the evening and expecting some friends, he looks over his humidor and finds that he is going to need cigars. He calls up a dealer in his community, asks the price of a box of cigars the same as purchased previously at the cut price in the vicinity of his office. The local dealer somewhat surprised at receiving a call for a box of cigars and absolutely mindful of the condition that has driven the box trade away from him, hesitates in making the price on the cigar and in some instance may offer a brand other than the one mentioned, figuring that there will not be the same ability to make a price comparison on the unfamiliar brand as is possible with the nationally advertised popular brand which is requested. Upon being forced to a point, let us say, where he is obliged to make a price on fifty ten-cent cigars which have been purchased at the "cutter" for $3.65, the retail dealer, while he should ask $4.50 for the box, will offer the box of cigars at the sacrifice price of $4.25. On such a basis the retail dealer has possibly made fifty cents to seventy-five cents on the sale.

The consumer, mindful of the price previously paid in town, strenuously objects and without any hesitancy tells the dealer that he can buy them in town for $3.65 and he sees no reason why he should pay him the exorbitant price. The dealer explains the cost to him, but this does not satisfy the consumer. He decides that he will not buy the box of cigars but will send out and get a few cigars and buy a box in town the next day. Such an individual does not forget this experience nor allow it to be confined to his cigar purchases but immediately consults with the other members of his family and impresses upon them the exorbitant prices charged by the local dealer.

He becomes interested in newspaper advertising that carries prices of other articles carried by this retail dealer and insists that the family arrange to eliminate all possible purchases from the community dealer and divert their purchases to stores where sacrificed prices, such as previously explained, prevail. One can readily see where the unfair tactics existing among the cut-throat merchants definitely affect the entire business of a neighborhood or community dealer, and it is this business we are trying to correct.

(Continued on Page 14)

Cigars Down, Cigarettes Up, in October

THE following comparative data of tax-paid products, indicated by the monthly sales of stamps, are issued by the Bureau. (Figures for October, 1933, are subject to revision until published in the annual report):

Products	—October— 1933	1932
Cigars (large):		
Class A .....No.	337,323,610	345,714,730
Class B .....No.	2,450,263	3,939,343
Class C .....No.	63,099,004	80,985,068
Class D .....No.	4,790,013	5,595,939
Class E .....No.	788,801	597,356
Total	408,451,691	436,832,436
Cigars (small) .....No.	17,231,000	23,897,507
Cigarettes (large) ....No.	284,200	302,650
Cigarettes (small) ...No.	9,176,407,703	8,351,364,803
Snuff, mfd. .....lbs.	3,787,145	2,447,307
Tobacco, mfd. .....lbs.	26,759,203	26,399,445

Tax-paid products from Puerto Rico (not included in above statement) were as follows:

Products	—October— 1933	1932
Cigars (large):		
Class A .....No.	7,509,850	4,475,800
Class B .....No.	323,500	6,500
Class C .....No.	91,100	195,750
Total	7,924,450	4,678,050
Cigars (small) .....No.	350,000	500,000
Cigarettes (large) ....No.	40,000	50,000
Cigarettes (small) ....No.	200,000	320,000

Tax-paid products from the Philippines (not included in above statement) were as follows:

Products	—October— 1933	1932
Cigars (large):		
Class A .....No.	27,564,095	17,808,805
Class B .....No.	18,200	138,723
Class C .....No.	21,250	18,250
Class E .....No.	1,700	11,996
Total	27,605,245	17,977,774
Cigarettes (large) ....No	3,000	.....
Cigarettes (small) ....No.	200,590	126,220
Tobacco, mfd. .....lbs.	.....	4

Internal Revenue Collections for October

Sources of Revenue	1933	1932
Cigars	$1,127,627.22	$1,229,635.58
Cigarettes	27,532,043.20	25,056,682.15
Snuff	681,686.01	440,515.29
Tobacco, chewing and smoking	4,817,361.35	4,753,071.84
Cigarette papers and tubes	96,086.24	84,537.69
Miscellaneous, relating to tobacco	904.44	401.38

October Cigar Withdrawals 1920 to 1931

1920....704,799,089	1926....664,496,623
1921....635,807,697	1927....688,921,203
1922....693,940,778	1928....723,318,059
1923....711,654,834	1929....701,710,936
1924....635,230,565	1930....623,860,841
1925....711,222,189	1931....534,370,786

Processing Tax Returns

Detail of collections from processing and related taxes proclaimed by the Secretary of Agriculture under authority of the Agricultural Adjustment Act:

Commodity	Receipts: Month of October, 1933	Total from July 1, 1933 (Fiscal Year 1934)
Tobacco (tax effective October 1st):		
Processing taxes	.....	.....
Import Compensating taxes	$13,586.54	$13,586.54
Floor tax, other than retail dealers	686,301.45	686,301.45
Floor tax, retail dealers	2,568.65	2,568.65
Total, tobacco ...	$702,456.64	$702,456.64

Two-for-Five Exceptions Terminated

THE National Compliance Board has terminated the Exceptions from the President's Re-employment Agreement and approved substitution for the cigar manufacturing industry which had previously been granted to members of the York County Cigar Manufacturers Association. The termination of the exceptions was effective midnight November 18th.

The exceptions which were previously granted and which have been terminated permitted members of the York County Cigar Manufacturers Association who were manufacturing hand-made two-for-five cent cigars to pay bunchers and rollers on these cigars at the rates of 12 cents a hundred and 30 cents a hundred respectively. Any such exceptions granted by other Local Compliance Boards are also terminated effective midnight November 18th by the action of the National Compliance Board.

As a result, members of the York County Cigar Manufacturers Association and others granted similar exceptions who have signed the President's Re-employment Agreement were required to restore in full the wages prescribed by the substitution for the cigar manufacturing industry as approved on August 11th and August 24th.

Reynolds Joins A. N. A.

R. J. Reynolds Tobacco Company, Winston-Salem, N. C., manufacturers of Camel cigarettes and Prince Albert smoking tobacco, has been elected to membership in the Association of National Advertisers, Inc. S. Clay Williams, president, and Mr. C. W. Harris, vice-president, will represent them in the A. N. A.

Ten Months Withdrawals for Consumption

	1st 10 Mos. Cal. Yr. 1933		—Decrease +Increase Quantity
Cigars:			
Class A—			
United States ...	3,134,501,150	+	153,923,530
Puerto Rico	46,935,495	—	12,343,155
Philippine Is. ...	147,129,670	—	2,731,105
Total	3,328,566,315	+	138,849,270
Class B—			
United States ...	22,462,916	—	21,647,158
Puerto Rico	2,603,050	+	2,437,550
Philippine Is. ...	166,400	—	410,872
Total	25,232,366	—	19,620,480
Class C—			
United States ...	456,393,254	—	239,880,792
Puerto Rico	560,380	—	2,007,420
Philippine Is. ...	176,066	—	54,756
Total	457,129,700	—	241,942,968
Class D—			
United States ...	35,771,530	—	9,617,264
Puerto Rico	500	—	2,200
Philippine Is. ...	1,376	—	1,750
Total	35,773,406	—	9,621,214
Class E—			
United States ...	3,585,920	+	354,814
Puerto Rico	.....		.....
Philippine Is. ...	2,622	—	34,279
Total	3,588,542	+	320,535
Total All Classes:			
United States ...	3,652,714,770	—	116,866,870
Puerto Rico	50,099,425	—	11,915,225
Philippine Is. ...	147,476,134	—	3,232,762
Grand Total.	3,850,290,329	—	132,014,857
Little Cigars:			
United States ...	179,600,253	—	65,004,628
Puerto Rico	2,974,000	—	776,000
Philippine Is. ...	.....		.....
Total	182,574,253	—	65,780,628
Cigarettes:			
United States ...	97,128,778,733	+	8,475,948,607
Puerto Rico	3,075,600	—	539,100
Philippine Is. ...	1,224,510	+	113,323
Total	97,133,078,843	+	8,475,522,830
Large Cigarettes:			
United States ...	2,196,335	—	795,725
Puerto Rico	705,000	+	252,000
Philippine Is. ...	7,937	+	6,937
Total	2,909,272	—	536,788
Snuff (lbs.):			
All U. S.	31,320,342	+	919,818
Tobacco mfd. (lbs.):			
United States ...	262,815,217	—	3,353,896
Puerto Rico	169	—	326
Total	262,815,386	—	3,354,222

Casa Loma Orchestra for Camel

GLEN GRAY'S original Casa Loma Orchestra and the popular girl harmony trio, Do Re Mi, are featured on a series of half-hour programs over a nation-wide WABC-Columbia network, sponsored by the R. J. Reynolds Tobacco Company, makers of Camel cigarettes. The programs will be heard on Tuesdays and Thursdays from 10 to 10:30 P. M., E. S. T., over one of the most extensive hook-ups of the Columbia System, employing CBS outlets in eighty cities from Maine to California. Additional talent and the exact opening date will be announced in the near future.

The Casa Loma Orchestra will feature the brilliant arrangements of Gene Gifford and the famous novelty numbers of "Kenny" Sargent and "Pee Wee" Hunt, as well as other unusual musical contributions from individual talent in the versatile orchestra. Each man plays several instruments. The personnel features Glen Gray, playing first saxophone, clarinet and flute, Melvin Peter Jenssen, conductor and concert violinist, and Howard ("Joe Horse") Hall, one of the best dance pianists in the country.

The Do Re Mi Girls are Evelyn and Maybelle Ross and Ann Balthy. The trio has enjoyed increasing popularity in the radio world after sensational success in vaudeville and on the musical comedy stage.

"As Alike as Two Luckies"

MORE than sixty precision instruments are used to insure uniformity in the manufacture of Lucky Strike cigarettes. The reason for this painstaking care, according to the makers of Luckies, is that discriminating smokers demand unvarying quality in their cigarettes. Accordingly, every step in the manufacture of this popular brand is a step toward uniformity. The process begins with the use of portions of only the choicest tobaccos of three successive seasons' crops and never ceases until the package is ready for the smoker. As a result, the old expression, "as like as two peas in a pod," which used to be considered an excellent way to express uniformity, bids fair to give way to "as like as one Lucky is to another."

Webster Eisenlohr Reports Gain

Webster Eisenlohr, Inc., reports for the quarter ended September 30th net profit of $11,113 after taxes, depreciation, etc., equivalent to 97 cents a share on 11,437 shares (par $100) of 7 per cent. preferred stock. This compares with net loss of $93,297 in the preceding quarter and net loss of $36,194 in the September quarter of 1932.

IT TAKES HEALTHY NERVES—

TO BE A CHAMPION BRONK RIDER!
RIDE 'EM COWBOY! It sure takes healthy nerves to stay on board a fighting bronk! "Camels are my smoke," says Eddie Woods, cowboy champion. "They never jangle my nerves."

Steady Smokers turn to Camels

EDDIE WOODS, twice all-round cowboy champion at the famous Calgary Stampede, "top hand" of the cowboy world, says:

"Ten seconds on the back of an outlaw horse is about the hardest punishment for a man's nerves that anybody can imagine. To have nerves that can take it, I smoke only Camels. I've tried them all, but Camels are *my* smoke! They have a natural mildness that appeals to me, and I like their taste better. Most important of all, Camels do not jangle my nerves, even when I light up one Camel after another."

* * *

If *you* are nervous...inclined to "fly off the handle"... change to Camels. Your own nerves and taste will confirm the fact that this milder cigarette, made from costlier tobaccos, is better for steady smoking.

"I'M DEVOTED TO riding. Even if I am not in the championship class I need *healthy nerves*. And Camels are the *mildest* cigarette I know!"

IT IS MORE FUN TO KNOW Camels are made from finer, MORE EXPENSIVE tobaccos than any other popular brand.

A MATCHLESS BLEND

CAMEL'S COSTLIER TOBACCOS

NEVER GET ON YOUR NERVES...NEVER TIRE YOUR TASTE

Copyright, 1933, R. J. Reynolds Tobacco Company

NEWS FROM CONGRESS AND FEDERAL DEPARTMENTS

FROM OUR WASHINGTON BUREAU 622 ALBEE BUILDING

DISCUSSION of hours and wages in the cigar manufacturing industry occupied a full day of the hearings before Assistant Deputy T. Lee Miller of the National Recovery Administration November 22d. A demand that manufacturers using machines should provide a fund from which to pay $10 per week to the workers displaced was made by I. M. Ornburn, president of the Cigar Makers' International Union of America. Recommendations were made that machine production should be restricted, fears being expressed that at the present rate of mechanization all the skilled workers in the industry would be displaced within a very few years by unskilled machine tenders.

The code was presented by Harvey L. Hirst of the Bayuk Company, Philadelphia, as chairman of the Special Cigar Manufacturers Committee of the Associated Cigar Manufacturers and Tobacco Leaf Dealers.

Most manufacturers are now operating under the Blue Eagle, he declared, and substantial increases in payrolls have been absorbed by the makers because of the inability to increase cigar prices to odd figures.

▲

THE proposed code carried a forty-hour week maximum, with forty-five hours permitted during peak periods, and a minimum wage of 32 cents an hour for machine operators: a forty-three-hour week and a minimum wage of 28 cents for hand-made cigars and stogies, and 22½ cents an hour for strippers. These provisions were opposed by labor interests, who demanded a thirty-seven-hour week and elimination of differentials in hours or wages against labor in the hand-made cigar or stogie branches.

The elimination of the differentials, it was declared by Samuel Bloomburg, attorney for 500 hand-made cigar manufacturers, would put the five-cent cigar out of the picture, but Sid Meyers, of Boston, claimed that a good five-cent cigar could be sold by the manufacturer at a profit at $35 per 1000.

The stogie manufacturers need a slightly longer work week and a differential of three cents an hour as compared with hand-rolled cigars if they are to compete in the market, it was represented by A. Goldbloom, president of the Hand and Mold Stogie Manufacturers' Association. Figures showing that machine production is more expensive than hand work were submitted by J. J. Hast, of Pittsburgh.

Testimony that cigar-leaf tobacco growers would benefit through the code's stabilization of resale prices was given when the hearing went on to those provisions coming under the Agricultural Adjustment Administration, representatives of growers and manufacturers being practically in accord that higher prices for tobacco would accrue if growers brought production into line with demand.

▲

ELIMINATION of the "loss leader" in cigar selling, it was said, would assure manufacturers of an adequate margin, out of which higher wages and better prices for raw tobacco could be paid. Proponents of the code were opposed to increases in prices but did favor eliminating the "two-for-five" cigar.

In contrast with the labor provisions, to which they were bitterly opposed, the marketing provisions were supported by the Cigar Makers' International Union and the Hand and Mold Stogie Manufacturers' Association.

The general provisions of the proposed code would require each manufacturer to file with the National Tobacco Council the minimum sales price at which each of his products was intended to be sold at retail. Other clauses establish ranges of discounts which manufacturers may allow to accredited cigar jobbers, service jobbers, retailers and other buyers, and also the ranges of discounts to be allowed in sales by jobbers and sub-jobbers, and terms and conditions of sale by retailers to consumers designed to eliminate the "loss leader." The provisions affecting distributors and retailers are also included in separate proposed codes for those branches of the industry.

The general provisions governing sales by manufacturers would eliminate the sale of the present size two-for-five cigar, with no cigars sold to retail at less than three for ten cents, excepting package goods, cheroots, cigars and stogies weighing less than 13 pounds per thousand. It was explained by proponents of the code that this provision depends upon immediate action by law to prevent the importation or receipt in the United States proper of cigars selling at retail at less than three for ten cents.

▲

WHILE a large number of manufacturers present at the hearing opposed increasing the price of the five-cent cigar on the ground that odd cent prices resulted in consumer resistance, a minority favored an increase to six cents. An amendment to so increase the price by a marketing agreement with the Secretary of Agriculture was offered by Albert Worch, St. Paul manufacturer of hand-made cigars,

(*Continued on Page 17*)

Collegians Tour Bayuk Plant

TO WATCH the operations of cigarmaking in the world's biggest plant, a group of forty students from Penn State College recently made a tour Bayuk's at Ninth Street and Columbia Avenue, accompanied by Professor McCord. The pilgrimage, arranged by H. A. Hanemann, market analyst of the Pennsylvania Department of Agriculture, is an annual event. A number of establishments in the Philadelphia area, representing different branches of industry affiliated with agriculture, are visited, and the Bayuk plant is chosen to represent the cigar industry. The visit of inspection is conducted on a train-like schedule, and the collegians spent an hour and three-quarters seeing how Bayuk Phillies are made. The Penn State group was followed by a similar visit from the University of Pennsylvania. . . . J. N. Carr & Son, of Elkhart, Ind., are going strong on Bayuk Phillies in their territory and recently had the assistance of Clyde McClure, Bayuk salesman, in their endeavor to enlarge distribution. . . . The Auburn Tobacco Co., Auburn, N. Y., are going ahead nicely in their distribution of Bayuk products, and have been aided recently by the sales promotion activities of E. T. Clifford, Bayuk salesman.

Swick Appoints Wagner

Frank Swick, of Simpson, Studwell & Swick, was a visitor in town last week and placed their Banquet and Imperial Russian cigarettes with the Wagner House for distribution in this territory. The Banquet cigarette is in a very attractive package containing ten cigarettes, each cigarette in a separate glass tube, and retailing at fifty cents for ten cigarettes.

Yahn & McDonnell Cigars, 617 Chestnut Street, report an excellent advance sale on Briggs smoking tobacco (P. Lorillard Co.) in the handsome wooden barrel containing one pound of this high-grade mixture, and also in the 16 oz. and 8 oz. tin packing.

They also report a fine advance sale of their holiday packings of the As You Like It brand. This is an old-established brand in this territory and is now the property of Yahn & McDonnell.

Trade Notes

James Martin, of the Nicholas Co., Ltd., New York City, was a visitor in town last week.

The Corona brand (Henry Clay & Bock & Co.) is meeting with a ready call, including the top sizes of this famous brand.

Totem cigars, manufactured by Waitt & Bond, Ins., Newark, N. J., are being aggressively promoted here through Yahn & McDonnell with good results.

Among those present at the hearing of the cigar manufacturing code in Washington last week were Harvey Hirst, of Bayuk Cigars, Frank P. Will, of the G. H. P. Cigar Co., and Jack Anker, of Geo. Zifferblatt & Co., and all contributed important testimony.

N. E. ("Kid") Nichols, the dynamic Belinda representative, was in town last week and in a very optimistic mood. Orders for Belinda cigars are coming up to expectations, and a good volume of orders for holiday shipment has been booked.

At the Royalist factory (Grabosky Bros., Inc.), North Second Street, business is good and they are being hard pushed to fill the orders. This brand was recently introduced into New York City territory and is meeting with an enthusiastic reception.

John Wagner & Sons report an excellent sale on Garcia y Vega brand, under the able guidance of Benjamin Lumley who is covering the local territory at this time, and also on the Don Sebastian line. In fact business is so good that this house has been forced to wire for immediate shipments to keep their stock up to requirements, and additional orders have also been forwarded to augment their holiday shipments. Their Monticello line of fine smoking tobacco, cigars and cigarettes is also showing gratifying activity, and it was found necessary last week to wire for additional quick shipments of these cigarettes. Monticello smoking tobacco is gaining new friends in new territories constantly.

The Tobacco World

BAYUK BULLETIN

VOLUME I. DECEMBER 1, 1933 NUMBER 24

PHULOFAX
(*The Retailer's Friend*) SAYS

This certain jobber had a big sales month in September. He had an even bigger sales month in October. When did he first know he was going to make October beat September? On *September* 30th when he *planned* and *determined* to make October beat September. Is that right, Fred E. B.?

—o—

Mr. Jobber — In estimating your sales of Christmas cigars to dealers, is it right to figure how many you can get dealers to BUY or should you figure out schemes to help the dealers *sell* as many cigars as you would like to sell *them?*

—o—

Whatever helps a dealer to sell more of a jobber's product to consumers, helps the jobber sell more of that product to the dealer . . . happy to observe closer cooperation between jobber and dealers these days.

—o—

Suppose, Mr. Salesman, you cover six counties on your featured cigars . . . what percentage of the total cigar consumption in your territory do YOU sell? Are you getting 10% of the business . . . 15%? How much ARE you getting?

—o—

O. C. B. writes and asks us "how many cigars can an average man smoke in a day?" Answer: Gee, pretty tough problem but MacAllister, a Scotch friend of ours, says he can "smoke any GIVEN quantity."

—o—

M. K. T., Chicago, inquires "if it would be possible to meet the author of *The Memoirs of Alex Smart.*"

Yes . . . believe that could be arranged, provided you leave your gun home and before our making an appointment for you, evidence of good faith is shown by your giving correct name and address.

—o—

There are more divorces in Japan than in any other country, which has not the least thing to do with the positive fact that smoke-pleasure is enhanced more through cigars than through any other form of tobacco . . . which statement is not offset by statistics showing that over 2,000,000 men and women in the U. S., past 50 years, are unmarried which, after all, has absolutely no bearing on the assertion that cigar smoking is increasing.

—o—

LUCK is the element that helped the other salesman get the order which YOU didn't DETERMINE to get. The victor is always "lucky."

*Phil M. Phulofax**
D. B. I.

* *Associated with* BAYUK CIGARS, INC., *Philadelphia — Makers of fine cigars since 1897*

MEMOIRS OF ALEX SMART
"What-a-Man" Alex Wins the Reward of Merit

SYNOPSIS: *Alex Smart, high voltage cigar salesman, in his preceding chapters describes his early struggles in his self-appointed mission of righting what's wrong with business—to wit, the abysmal ignorance of the men at the top. In this installment the author relates the story of one boss who seemingly appreciated the unusual quality of the intellect, which Alex Smart brings to bear on the problems of the industry.*

One afternoon, the Boss asked me how I figured out how much credit to extend a customer—whether I considered the type and location of store; the moral and business capabilities of the dealer; whether he was buying standard brands from legitimate houses; general appearance of his stock; terms and credit limit as given by other houses; how much capital he had; whether he was making money or going in the red; whether I ever asked a dealer how much credit he felt entitled to and what reasons did he have for asking for that specified amount. I won't bore you with all the things he said I should do, so that I didn't need guess in giving credit. . . . In brief, to hear him talk, all you need do is to get all the circumstances of the dealer's birth . . . was his mother present at the time . . . where the old man was and then predict how long the dealer would live. No wonder some Credit Managers or Bosses set so many salesmen buggy!

Listen, all you need ever do in determining credit for a dealer is to find out how much you can get him to buy and then give him that much credit. If he were a cash customer, that's how you'd find out how much he'd pay cash for but if he is a credit customer, isn't that the way to find out how much you'd give him credit for? In a word, you give a dealer credit to the amount he buys . . . if you give him less, he wouldn't buy that much and if you give him more credit than he buys, you wouldn't be fair to him, would you?

Then, you hear your Boss squawk: "If you don't get your customers to promptly pay their bills, how can I pay mine?" For the love of Pete, do we salesmen have to worry about that little problem of the Boss's too?

The Boss Shows His Ignorance

I'll admit I didn't get very far with the Boss on the aforesaid viewpoints but I'm not going to be contaminated with his ignorance on that subject any more so than on that other pet point that starts so many arguments. I mean Trade Discounts. You know to what I refer . . . if the dealer buys so much you give such and such a trade discount and if he buys so much more you give him more trade discount . . . the more he buys, the larger his trade discount.

It's a good stunt, I guess, to load a dealer up so you don't need to see him again for three or four trips, but this Boss of mine told me I had the wrong angle on the right way to view "trade discount." He said I used trade discount to get a dealer to BUY more, whereas he tried to get me to see that you should use your sales talk on trade discount to get a dealer to SELL more.

Some Bosses must have an inverse brain . . . they think backwards. How are you going to get a dealer to *Sell* more if you don't get him to *Buy* more? My bet is to get dealer to BUY . . . it's the dealer's racket to SELL. It's not up to me to get a dealer to *Buy* my product, and, also, *Sell* my product. But this Super-Boss endeavors to ram into my head that if I demonstrated to a dealer HOW TO SELL, I wouldn't need to worry on getting him to *Buy*. Can you picture me, Alex Smart, letting anyone get a thing like that in *my* head?

Well, I was beginning to see that I couldn't afford in a moment of weakness to risk the temptation of letting someone learn me anything on how to sell so I figured I would soon have to quit this particular Boss. I was beginning to think, too, that I was above being a mere jobber's salesman . . . possibly my speed would show up better as a manufacturer's territorial manager or sumpin'. Odds were that manufacturers as a whole were just about as dumb as jobbers and my bright light would shine out better with them.

Merit Wins

One Saturday morning, the Boss called me in the office and asked me how I thought I was doing. Guess he must have got a little suspicious that I was thinking of putting him in a hole by quitting, but I didn't show my hand, and so I told him that I thought I was doing fine and was about to congratulate him for hiring me when he said: "Alex, I don't think you are doing fine, 'cause I *know* you are doing rotten.

"Do you realize that you are only selling about 25% of what the regular man sold and you kidded me into believing you were a salesman?" I couldn't let him get away with that so I told him that if I was only selling 25% of what the regular salesman sold when he was on the job, yet at that I was selling 100% more than he was selling now that he was on his back in the hospital. I told him to put that in his old calabash pipe and smoke it, but I forgot that he smoked cigars so he didn't get my dirty innuendo.

Anyhow, he flared forth and said, "Listen, Alex Smart, and by the way who ever pinned that name on you put the cart before the horse (dear reader—to this very day, I don't know what he meant by such an insult to my ancestors), but let me tell you something. With the great number of ideas you think you've got in your head, you might develop into being a fair salesman if you'd just do

(Continued in next column)

DO YOUR CHRISTMAS THINKING EARLY

Mr. Retailer, here's a bit of good advice.

Tonight, sit down and write out the name, address, favorite cigar and "next of kin" of as many of your customers as you can. If you don't have this information, ask the customer next time he comes in.

When you've made a list as large and as complete as possible, drop a postcard to wife, son, daughter or sister of the customer, to somewhat the following effect: "Mr. Jones' favorite cigar is the Usmokem. There's no Christmas gift he would appreciate more. We have Usmokems in boxes of fifty, in beautiful holiday wrappers, at $—— and boxes of twenty-five at $——. May I set aside a box for you?"

A Christmas suggestion from M. B. K. "Don't merely give your window a Christmas atmosphere . . . doll up the inside of your store and make it look real Christmassey . . . you'd be surprised how little it costs to do so."

BAYUK BRANDS BUILD BUSINESS

Bayuk Philadelphia Perfecto
Havana Ribbon
Mapacuba
Charles Thomson
Prince Hamlet

the opposite of the way you think a thing should be done. You want to do it the wrong way. Just do it the other way and you'll do it the right way."

Ah—see there? I got him to at least admit that I had a "great number of ideas." I'll concede that there are only two ways to do a thing—with the right idea and with the wrong idea. And so even if I did it following the wrong idea, my idea was still 50% right. The fact that two negatives make an affirmative proves my contention. And if I had, as the Boss told me, a great number of ideas and they were all wrong, and if two wrongs make a right, then it's a mere matter of division to ascertain that just half of my wrong ideas made a total of so many right ideas and no wrong ideas. That is, 500 wrong ideas on basis of two wrongs for one right, gave me a total of 250 right ideas. Not bad, eh?

I didn't button my lips or tie my tongue telling this to the Boss. "Little Alex knows his astronomy," says little Alex.

"You're piffled," he snuffled. "And by the way today is Tuesday . . . you needn't work any more this week. Come in tomorrow morning early. I want to whisper something to you."

Merit will win and defending your own rights is still permissible in this country . . . glad I talked up to him as I did . . . see what it got me—a three or four day vacation and only a few weeks on the job. Was I good? You tell 'em!

In his next installment, Alex Smart demonstrates his painless method of collecting bills. He further illustrates the impossibility of a salesman's "learning" a dumb boss anything. As the author sagely remarks: "You can't even sell grave stones to a dead man."

—THE EDITORS.

Report of Merchandising Committee

(*Continued from Page 6*)

To go further—the "loss leader" practice is definitely evident in the cigar business and it has disturbed a business which has been helpless to combat such a condition. For many years cigars were largely popular in local sections and prices were maintained within a small range of the price established by the manufacturer. It was not customary to see department stores, grocery stores, clothing stores selling cigars and tobacco products, for the reason that these articles were considered as a separate and specialty business, and rightfully so, particularly in the case of cigars.

Manufacturers spend hundreds of thousands of dollars erecting humidifying systems and humidors throughout their factories and warehouses in order to insure that their finished product will go to the jobbers and retailers in a satisfactory condition. Many men remember the custom that existed in all large cities where the outstanding cigar dealers took pride in the maintaining of humidors or humidifying devices for the proper keeping of their cigars, and it was with pleasure that many men entered such humidors, looked over the various cigars and made purchases.

Tobacco is admittedly a very strong absorbent of odors, and the quality of a cigar can be very definitely changed if exposed to any strong odors.

The manufacturer's salesmen are continuously encouraging dealers to maintain proper humidification in their cases so that the consumer will get the value that manufacturers have intended, and again through the Tobacco Council and the closer association of the various branches of the industry we hope to, from time to time, develop a further interest in the care of cigars so that the consumer will secure the value that the manufacturer has placed in his particular product. Many cigar manufacturers are willing to admit that many of the poor cigars complained of by consumers are poor because of conditions which they have been subjected to after leaving the factory.

Ignoring these necessities for the handling of cigars and because of the extreme amount of money used by cigar manufacturers in the establishing of consumer recognition of certain prices for their product, and because of the low price resale level on the commodity, it lends itself very easily for dealers in other commodities to attract customers to their stores by sacrifice prices. As stated, it is the custom of the cigar manufacturer to advertise the price of his merchandise in all advertisements. The consumer therefore associates a certain price with the particular brand and can readily figure the saving when they are advertised at a sacrifice or when they are offered as a "loss leader."

When a cigar is used as a "loss leader" by, let us say, a clothing dealer or a drug store, the situation is far different than if they were to use an article of clothing or a patent medicine which was not so well known from a price standpoint to the consumer, and in the case of the clothing store or drug store there are thousands of articles which can be depended upon to make up for the sacrifice offer, whereas in the cigar business practically the entire stock and the business of the dealer is affected when cigars are used as a "loss leader" by an outside business.

To explain the difference between the cigar industry and, say, that of the clothing industry, one retail dealer may pick a raincoat of an attractive appearance, prominently display it in the show window and include the same in his daily advertisement. The price quoted may be an extreme bargain—in fact, the dealer may take a loss of $2 or $3 on each coat sold. (In the clothing business the trade-marked articles are not as prevalent as in the cigar business and as a consequence there is not the opportunity for the consumer to determine the actual reduction below fixed price on the raincoat, as will be shown later can be figured in the cigar industry.)

First, this dealer, because of other articles carried, has an opportunity of retrieving this $2 loss by either a sale of another article at the same time or a "comeback" purchase. The competitor of this company can very readily meet such a situation. He can either have the coat duplicated or sell a coat out of stock and take a similar loss or even one greater and depend upon recovering the sacrifice from his other merchandise.

This situation does not exist in the cigar business, for let us feel that this same clothing dealer decided to sell cigars. First of all he would pick definitely advertised and well-known cigars in his community, for in the cigar business, as explained, the brands are all trade-marked and copyrighted and the manufacturer's entire business is built up on impressing the consumer upon the value inherent in the particular brand, and a clothing dealer resorting to this practice would not select any other than the most popular brands of merchandise to bring about the attraction for the consumers, with the full knowledge that the consumers are familiar with the established prices of the cigar products.

He would sell a number of units of this article before he would lose the same amount that he would lose on one raincoat, and by the same token the competitive dealer in cigars would find that practically his entire stock was affected by the sacrifice sale of this retail clothing dealer, for the retail cigar dealer's stock in trade is possibly 60 per cent. cigars, and his entire stock is affected by the cut.

These thoughts are merely an exemplification of the conditions as outlined in the General Retail Code, approved and signed by President Roosevelt, and to which it is known the President gave close personal attention for many weeks before approving same. In this Code it is said:

"This practice results, of course, either in efforts by the merchant to make up the loss by charging more than a reasonable profit for other articles, or else in driving the small merchant with little capital out of legitimate business. *It works back against the producer of raw materials on farms and in industry and against the labor so employed.*" (General Retail Code, Article VIII, Section 1.)

Our situation parallels every word contained in this bold statement, for we definitely say that it has worked back against the producer of raw materials on farms and against labor, and it is driving the small merchant with little capital out of legitimate business; and in our business every time anything is allowed to be injected into it that causes it to suffer, the United States Government, through the Revenue Department, likewise suffers because of decreased revenue.

TWO LIVELY XMAS CARTONS

for the quality smoker who wants **EXTRA** *value!*

A full pound of Catcher Rough Cut Pipe Tobacco —for the customer who says "I want a full pound of good rough-cut pipe tobacco for very little money."

A fourteen-ounce vacuum-packed canister of Dial for the customer who wants a superior smoking tobacco for pipe and cigarette, at a very low price.

PUSH THESE CARTONS at the customer who says, "I'm a hard boiled buyer. What's the biggest value you got in the store?"

Dial—the popular new ten-cent pipe and cigarette tobacco in a fourteen-ounce vacuum-packed Christmas canister.

Catcher—the five-cent rough-cut pipe tobacco in a handsome *FULL POUND* Christmas dress.

Don't cost you much. Don't cost your customer much. But the quality is THERE. So's the sales and profit opportunity. Phone your jobber.

BROWN & WILLIAMSON TOBACCO CORP., LOUISVILLE, KENTUCKY

Brown & Williamson products have been designed to bring you the most profit in all lines and prices. New products are added to fit the times. Are you getting your share of profit from these live, selling items—Sir Walter Raleigh Smoking Tobacco, Raleigh Cigarettes, Kool Cigarettes, Wings Cigarettes, and Golden Grain Tobacco?

It's 15¢—and it's milder! 15¢—Plain or Tipped Cork Tipped—15¢ ~~15¢~~ now 10¢ The Burley Blend 5¢

Ad. GT—22

P. LORILLARD COMPANY, Inc.

119 West 40th Street · New York City

Is offering an unusually attractive line of Christmas Wrapped Packages this year . . . packages that will help you sell Merchandise

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WILLIAM BEST, New York, N. Y. ..... Chairman Executive Committee
MAJ. GEORGE W. HILL, New York, N. Y. ..... Vice-President
GEORGE H HUMMELL, New York N. Y. ..... Vice-President
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The industry has stood up boldly and paid its tribute to the Internal Revenue Department and is anxious to build up these payments rather than see them cut down, and it is our firm conviction that we are entitled to relief along the lines outlined in our Code, for there is unquestionably nothing unfair and nothing selfish to any one group and, in our opinion, it is definitely operative.

We believe that the establishing of the discounts as provided, together with the elimination of the practice of offering free merchandise, or the giving of cigars in any way as a medium of reducing the cost to the dealer, which has created some of the conditions as above outlined, will do much to relieve the losses that retail dealers and jobbers have suffered, and will encourage fair selling practices in place of the unfair conditions now existing.

We have complied with and thoroughly endorsed the principle of opposing any false, untrue or deceptive statements in advertising, and pledge our utmost co-operation to avoid any unfair attitude towards the business of our competitors through unethical business practices. As a definite evidence of our desire to see that the consumer receives value in accordance with any purchase he may make in the cigar industry, we have classed as an unfair method of competition and an unfair practice upon the consumer, the deceptive branding or price marking of any merchandise.

As a further evidence of our desire to bring about co-operation between the various branches of the industry, we have pledged ourselves to definitely co-operate in the protecting of distributing arrangements made between manufacturers and jobbers regarding territories allotted. In other words, in the past some of the price-cutting evils have been caused by the unfair shipping of merchandise from one distributor's territory to another distributor's territory. In other words, one distributor may desire to build up a satisfactory standing with the manufacturer and endeavor to show that he has been selling more than has been expected of him in the community.

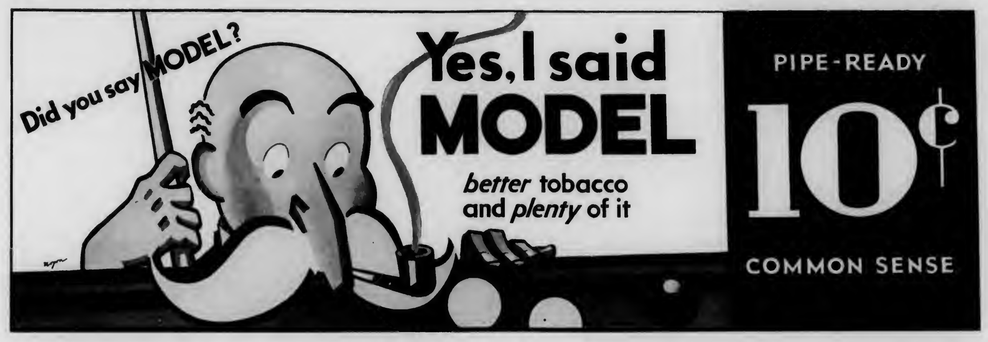
By devious methods shipments are made to points outside of the allotted territory and the distributor into whose territory the shipment has been made has suffered and the co-operation previously existing has been very limited. Through our Code and the operation of the National Tobacco Council, each manufacturer definitely brands this method as unfair and it will not be tolerated.

We have repeated on several occasions that the Code as presented is a definite evidence of unselfishness manifested between the various ranks of the industry and it is a desire to co-operate to the last degree. By the creation of the Tobacco Council, which shall be the clearing house between the representative organizations of each part of the industry, we feel confident that if our merchandising plans are accepted we can expect definite efforts:

First, towards a continuance of the large volume of revenue to the Government from the tobacco industry;

Secondly, a sincere and definite effort to maintain a continuous market for the tobacco from the farmers;

Thirdly, a definite effort to establish and maintain a harmonious working arrangement for every branch of the industry and all the workers within the industry, striving to give each one involved the best wages possible and a reasonable return for the efforts of all in the various lines of activity.



After having covered the large metropolitan centers of the country from New York through to Chicago, then on to Dallas, Texas, within the past month, I come to you with an appeal from the retail dealers of the lowest rank for some help. Likewise the jobbers of the country are pinning their faith upon the success of my endeavors. There have been six months of patient waiting.

There is a fairness in our Code which is unquestioned. The consumer will profit by being able to secure definite known values. The grower will be assured of a definite continuous flow of tobacco. The retail dealer will be protected against unfair, unethical practices that have driven him close to the wall. The jobbers throughout the country have been holding on for the last six months definitely hoping that the correction prayed for will be secured. The manufacturers definitely pledge their co-operation in the fulfillment of the principles outlined.

Merchandising Committee's Objections to General Retail Code

WE CONTEND that the General Retail Code Provisions are not operative in the cigar industry for they do not afford adequate protection which is desired. First, the cost-plus principle is not applicable, because our Code is designed as a vertical Code beginning with the manufacturer and covering every field of distribution. In the General Retail Code the provisions are intended to cover a great number of retail stores dealing in every variety of product handled in a retail way, and it would be practically impossible to tie the manufacturer, the wholesaler and the retail dealer to such a merchandising principle.

Our industry is adaptable to the vertical Code because virtually all the products are standard trademarked brands, widely advertised and known nationally in many cases because of the price level which has been established by the manufacturer in the advertising.

In our business the manufacturer, the jobber and the retailer have always been closely allied—in many cases the manufacturer acting in at least two of the capacities, that is, of manufacturer and jobber, and thereby maintaining a constant direct contact with the retail dealers.

From the retail standpoint the vertical market arrangement is far more favorable over the cost-plus minimum labor costs, for the reason that the chain store operators have been considered as operating as jobber and retailer. If these organizations were permitted to add to the invoice cost an amount considered as store labor cost, these organizations would still be in a position to offer at retail an unfair price advantage against the jobbers and retail dealers in the community.

One might say that the chain store price should then be adjusted, but the retail dealers have conceded that the chain stores are subjected to additional expense and concede the worthiness of the extra discount allowance, provided such advantage is not used unfairly in establishing resale prices.

The manufacturers and the jobbers concede the necessity of the chain stores receiving the jobbing discount, or the same terms that the jobbers receive, on the basis of the fact that the chain stores act as distributors of their merchandise through the maintenance of warehouses and the servicing of their individual stores.

We therefore conclude in our statement that the provisions of the General Retail Code do not afford adequate protection in the cigar industry.

News From Congress (Continued)

who held that under increased costs of production manufacturers are operating at a loss in making the five-cent cigar, while if the price were increased to six cents they would be able to pay farmers more for their tobacco.

Holding that the present depressed price of tobacco is due to overproduction by growers, B. G. Meyer of the General Cigar Company urged the maintenance of the present price which, he said, would enable manufacturers to pay higher prices for tobacco under resale-price protection.

Because it eliminates the "loss leader," he declared, Emerson Ela of the Northern Wisconsin Co-operative Tobacco Pool gave the code his approval, as did C. H. Good of the Pennsylvania State Tobacco Growers Association.

Elimination of the two-for-five cigar was opposed by H. L. Brooke and G. H. Hummel, representing P. Lorillard and Company, who asked also that provisions relating to discounts and terms and conditions of sale by jobbers, sub-jobbers and retailers be eliminated from the code and placed in separate codes for those interests.

Established 1886

"BEST OF THE BEST"

OP'TIMO CIGARS

Manufactured by **A. SANTAELLA & CO.**

Office, 1181 Broadway, New York City

FACTORIES: Tampa and Key West, Florida

OUR HIGH-GRADE NON-EVAPORATING

CIGAR FLAVORS

Make tobacco mellow and smooth in character and impart a most palatable flavor

FLAVORS FOR SMOKING and CHEWING TOBACCO

Write for List of Flavors for Special Brands

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The rate for this column is three cents (3c.) a word, with a minimum charge of seventy-five cents (75c.) payable strictly in advance.

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Newspaper and magazine advertising executive, thoroughly experienced, formerly with local newspapers and agencies, and also advertising manager. Position with firm desiring an advertising man, salesman or assistant to manager. Knows marketing, merchandising and distribution. Salary not as important as opportunity to demonstrate actual worth and ability. References the highest. Address, F. H. Riordan, 5915 Webster Street, Philadelphia, Pa.

CIGAR FACTORY SUPERINTENDENT. MORE THAN 20 Years' Experience With One of the Largest Manufacturers. Hand work or automatic machines. Address Box 560, care of "The Tobacco World."

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OFFICE AND FLOORS FOR CIGAR MANUFACTURING OR STORAGE—No parking restrictions; good location; low rent; freight elevator and loading platform. Will divide. Metals Coating Company of America, 495 North Third Street, Philadelphia.

HAVANA CIGARS

BEER WITHOUT CIGARS, IS LIKE KISSING WITHOUT LOVE—Adopt as your slogan, "Kiss your beer, but love your cigars." Specially those Havana blended, "Good to the last Puff," manufactured by A. Ramirez & Co., Post Office Box 1168, Tampa, Fla. Write them for particulars today.

Tobacco Merchants' Association Registration Bureau, 341 Madison Ave. NEW YORK CITY

Schedule of Rates for Trade-Mark Services Effective April 1, 1916.

Registration,	(see Note A),	$5.00
Search,	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS

SVEA:—46,256. For cigars. October 10, 1933. Gunnar Hjelmstrom, Brooklyn, N. Y.

PUFFENJOY:—46,257. For cigars, cigarettes, tobacco and pipes. October 20, 1933. C. I. Nathanson, Minneapolis, Minn.

TRANSFERS

CUBAN SORTIE:—19,568 (Trade-Mark Record). For cigars. Registered July 12, 1898, by L. Levy & Son, New York, N. Y. Transferred by Geo. Schlegel, Inc., New York, N. Y., successor to the original registrants, to J. J. Crumling, East Prospect, Pa., November 14, 1933.

THREE CHEERS:—996 (Legal Protective Association). For cigars. Registered December 28, 1882, by Lichtenstein Bros. & Co., New York, N. Y. Through mesne transfers acquired by Continental Cigar Corp., Scranton, Pa., and re-transferred to Stratford Cigar Co., Dayton, Ohio, November 6, 1933.

KALOMA:—30,333 (Tobacco World Registration Bureau). For cigars, cigarettes, cheroots and stogies. Registered August 11, 1914, by Pasbach-Voice Litho. Co., New York, N. Y. Transferred by Consolidated Litho. Corp., Brooklyn, N. Y., successors to the registrants, to A. Santaella & Co., New York, N. Y., November 8, 1933.

COLOMA:—15,733 (U. S. Tobacco Journal Registration Bureau). For cigars, and **19,197** (Trade-Mark Record), for cigars, cigarettes and tobacco. Registered September 8, 1894, and May 11, 1898, respectively, by Witsch & Schmitt, New York, N. Y. Transferred by Consolidated Litho. Corp., Brooklyn, N. Y., successors to the original registrants, to A. Santaella & Co., New York, N. Y., November 8, 1933.

DELAWARE BRIDGE:—44,789 (Tobacco Merchants' Association). For cigars. Registered November 3, 1926, by G. Bennett, Philadelphia, Pa. Transferred to Benjamin Rigberg, Philadelphia, Pa., November 6, 1933.

TAMPADORA:—25,522 (Tobacco World Registration Bureau). For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. Registered by H. S. Souder, Souderton, Pa. Through mesne transfers acquired by Max Smith, Philadelphia, Pa., and retransferred to Gus M. Bennett, Philadelphia, Pa., January 7, 1932.

LA FAMA DE MARCA:—32,228 (U. S. Tobacco Journal Registration Bureau). For cigars, cigarettes and tobacco. Registered October 30, 1906, by Schmidt & Co., New York, N. Y. Transferred to A. O. Fisher & Co., Chicago, Ill., April 6, 1908, who were succeeded by Chicago Cigar Box Co., Inc., Chicago, Ill.

"What a welcome visitor THE TOBACCO WORLD must be to wholesalers and retailers!

"If they are only half as interested in reading it as we ourselves are, we're glad our ad is in it regularly"—

says an advertiser.

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DECEMBER 15, 1933

VOLUME 53 No. 24

THE TOBACCO WORLD

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COMMON SENSE

The importance of attractive and dependable containers for fine cigars is recognized by the progressive cigar manufacturer.

Generally the brands that are increasing their goodwill in this present analytical market are packed in the *new improved AUTOKRAFT cigar boxes.*

Cigar Manufacturers who have not investigated the value of the merits and economies of the splendid and inviting package may obtain complete details promptly by addressing the AUTOKRAFT BOX CORPORATION.

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PUBLISHED ON THE 1ST AND 15TH OF EACH MONTH AT 236 CHESTNUT ST., PHILA., PA.

After all nothing satisfies like a good cigar

WOODEN BOXES

Are the Only Natural Humidor for Cigars.

Pack your cigars in wooden boxes and preserve their delicate aroma, mellowness and flavor right up to the time they are passed over the counter to the customer.

Discriminating cigar smokers prefer to select their favorite brand from a wooden box—and it's good business to cater to the dealer and consumer by packing your cigars in wooden boxes.

WHEN BUYING CIGARS
Remember that Regardless of Price
THE BEST CIGARS
ARE PACKED IN
WOODEN BOXES

THE TOBACCO WORLD

Vol. 53 DECEMBER 15, 1933 No. 24

"A Fine Spirit of Unselfish Co-operation"

By HARVEY L. HIRST

Chairman, Special Cigar Committee, A. C. M. L. T. D.

TO ME the presentation of the cigar manufacturer's case before the NRA and the AAA was a complete refutation of the belief that the members of the cigar industry could not be brought together. To those in the industry who contended it couldn't be done, it must have been a revelation to see its major factors, the machine and hand groups, supported by jobbers and retailers, as well as producers of raw material, endorsing the code presented. It's true there was some opposition from individuals and labor unions, but this was inevitable.

Looking back over the labors of the last seven months, there were many disheartening moments. On numerous occasions obstacles arose that appeared impossible to surmount and at times it seemed inevitable that we should be faced with the necessity of going to Washington as a divided industry.

The outstanding factor in this initial success was the unselfishness displayed by members of the different groups. Many a crisis was averted by individuals withdrawing from set positions to accept conditions opposed to their personal interests. Numerous illustrations of this are in the record, and it was this fine spirit of unselfish co-operation that made a unified code possible.

It would be unfair not to mention here the co-operation given by representatives of jobbing and retail organizations in drafting the merchandising provisions, and the splendid endorsement given the code by Mr. Kolodny and Mr. Hollingsworth was well worth while hearing.

The farm groups, too, of Pennsylvania, Wisconsin and Connecticut sent their representatives to the hearing to lend their endorsement to the proposition that under present economic conditions the present standard of five-cent cigar is essential to the welfare of manufacturer, laborer and farmer alike.

We have made the good fight. Our case is in the hands of the jury.

In conclusion, let me point out that there was never a time in the history of the cigar industry when co-operation among its members was as essential as it now is. We are on the right road; let's not turn back.

"A Readiness to Comply with the Act"

FOLLOWING is a copy, in part, of the letter of Administrator Hugh S. Johnson to President Roosevelt, recommending the approval of the Code of Fair Competition for the Cigar Container Industry. The Code, as approved by the President, is published in full in this issue of THE TOBACCO WORLD:

"NOVEMBER 1, 1933.

The PRESIDENT,

The White House,

SIR: This is a report on the Code of Fair Competition for the Cigar Container Industry in the United States, as revised after a hearing conducted in Washington on October 19, 1933, in accordance with the provisions of the National Industrial Recovery Act.

Economic Effects of the Code

The average weekly hours in the industry have been 50 to 55 hours per week. The hour schedule fixed by the Code should increase employment in the industry from 20 per cent. to 25 per cent.

The minimum wages represent an increase of from 42 per cent. to 81 per cent. from present low levels and from 15 per cent. to 41 per cent. above the levels of 1929. The members of the industry have evidenced a readiness to comply with the spirit of the Act in every way.

Findings

The Administrator finds that:

(a) The Code as recommended complies in all respects with the pertinent provisions of Title I of the Act, including, without limitation, subsection (a) of Section 7 and subsection (b) of Section 10 thereof; and that

(b) The applicant group imposes no inequitable restrictions on admission to membership therein and is truly representative of the Cigar Container Industry; and that

(c) The Code as recommended is not designed to promote monopolies or to eliminate or oppress small enterprises and will not operate to discriminate against them, and will tend to effectuate the policy of Title I of the National Industrial Recovery Act.

It is recommended, therefore, that this Code be approved.

Respectfully,

HUGH S. JOHNSON,
Administrator."

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Causes of Retail Tobacco Code Delays

FOR the past two months AAA officials have been bombarded with inquiries from retail tobacco dealers as to why there has been so much delay in promulgating a code governing the tobacco business. For this delay, which it is believed will not last much longer, there has been a double explanation: first, difficulties inherent in the organization of the Agriculture Adjustment Administration; and second, perplexing problems of the tobacco industry.

It is no secret that the AAA could work faster if it had a larger personnel. During the months in which the AAA tobacco section has been studying its subject, the industry has had Washington representation for only one of its branches. Retail Tobacco Dealers of America has as its representative Samuel S. Perry, who has been on the job since July. Before and during the World War he represented important interests in Washington, and at various times since then he has had business before Congressional committees and the executive departments.

"It is not difficult to understand the impatience of our retailers regarding the apparent slowness in establishing the tobacco codes," he said. "Frequent complaints have come to me of instances of destructive price cutting and the use of tobacco products as loss leaders. Naturally, the retailer who has to make a living out of his tobacco business wants these outrageous and indefensible trade practices abolished. And they are abolished by the cigar manufacturers' code and the retailers' code.

"But there have been unavoidable delays. In the first place, it should be understood that the retailers were the first branch in the tobacco industry to submit a code. Prior to that, William A. Hollingsworth began the work of organizing Retail Tobacco Dealers of America on June 17th, one day after the President signed the Recovery Act. He was chosen president of the organization soon after that, and by the end of July we had done a lot of work in writing our code. On August 4th we officially filed it with both the AAA and the NRA, the latter having jurisdiction over our wages and hours.

"But the salvation of the entire industry depended upon our securing a system of price regulation or control which would end forever price cutting and the loss leader outrage; and it manifestly would have been silly for the retailers to press for final disposition of our code ahead of official approval of the manufacturers' code, since the price regulation had to start with the manufacturers and from them work down through each branch of the industry. It was up to the manufacturers to begin the thing, since the price structure originated with them.

"Meanwhile the AAA, with insufficient personnel, its organization begun only a little more than five months ago, remember, had to get together statisticians and other experts to study every phase and every problem of the industry. They had to wrestle, for example, with the puzzle: should the five-cent cigar be continued, or should the price be stepped up to six cents?"

On the final outcome of that at present undetermined situation, Mr. Perry refused to give an opinion, contenting himself with the remark that, so far as he had been able to learn, the AAA had not decided what to do about it.

Those who have followed the matter closely declare, however, that unless something unforseen comes up to change the official mind the "five center" will be in our midst for a good while. The problem was thoroughly aired during the two-day hearing on the cigar manufacturers' code. The AAA experts have studied it from every angle. They are commanded by the Recovery Act to favor anything that will improve the farmer's financial condition; and it is believed that they have decided that the five-cent smoke is preferred to the six center as the arrangement which will the more surely increase the farmer's income without risking a reduction in consumption of his product.

"While we waited for the manufacturers to put their code through," Mr. Perry continued, "and for the AAA to complete its necessary preliminary studies, I was called on day after day, week after week, to furnish the government with all sorts of information concerning the industry.

"I was and am here as the tobacco retailers' representative; and although the average retailer is not particularly interested in the affairs of the tobacco manufacturer, jobber, grower and so on, I was obliged to interest myself in every branch of the industry. To preserve the retailer's best interests, we had to cooperate with the AAA and with the other elements in the industry so that, in the ultimate result, we should have assured prosperity for the whole business and therefore for any and every branch of it.

"Moreover, I had to exercise eternal vigilance with respect to other codes which might affect us or which might set up ill-advised practices that would be used as precedents to hurt us when our code should come up for final action. For example, we made a successful fight against the move to include our tobacco retailers in the general retail code, a document that continues those identical vicious practices, price cutting and loss leaders, which have well nigh made tobacco retailing a side line and which will result in that very thing if our code forbidding them is not approved.

"In conclusion," Mr. Perry said, with a smile, "in the language of Uncle Eben 'we has not been a-killin' of no time,' we retailers. And we feel sure that the retailers of this billion-dollar-a-year industry will feel well repaid for any delays to which they may have been subjected.

"If and when the President approves the codes governing the business—and I am confident he will approve them substantially as now written—the retailers will find that their interests have been consistently conserved. There will be no more loss-leader business, no more of this thing of the 'little fellow' opening up his shop in the morning to see a sign in a window of the big general store across the street proclaiming that a carton of cigarettes can be had there for less than what it cost him to get a carton from his jobber!

"The retailers have had to wait longer for this salvation than any of us at first thought would be necessary, but now that we are soon to have the code, we find that all the waiting and all the work were well worth it. As President Hollingsworth of Retail Tobacco Dealers of America has so truly said, this code will make it certain that, instead of degenerating into a worthless side line, our business will get back its former prestige and glory as a great industry."

Agreements Distributed to Growers of Flue-Cured Tobacco

FORMAL agreements to reduce flue-cured tobacco production in 1934 and 1935 by 30 per cent. from their base acreage, were made available last week by the Agricultural Adjustment Administration for signature of growers in North Carolina, South Carolina, Virginia, Georgia, and Florida. County agricultural agents in these States are in possession of supplies of these agreements and within the next few days every grower in the flue-cured States will have had an opportunity to sign them and qualify for payments.

Growers who sign these agreements and qualify for payments are expected to receive more than $17,000,000 in rental and benefit payments, more than half of which will be paid growers in the next few months. Those who take part in the program and who sold tobacco before the market holiday, and those who sold tobacco in specified areas and during certain periods after the market holiday, will receive a price equalizing payment totalling about $4,000,000 and intended to equalize, as nearly as possible, the returns received by farmers who sold after the production adjustment program and the marketing agreement lifted the general average of flue-cured prices.

In signing the formal agreements, growers pledge to reduce their 1934 production and acreage 30 per cent. from their base. Only those growers who take part in the program will receive the rental and benefit payments.

J. B. Hutson, chief of the tobacco section of the Adjustment Administration, said the program for 1934 and 1935 is designed to increase the income of flue-cured growers in those years. "Trade restrictions have resulted in increases in the production of competing types, even in some countries in which consumers prefer products in which United States types are used. It will require the concerted action of the growers themselves if production is to be kept in line with consumption. The production adjustment program now under way for flue-cured growers will make such action possible," he said.

Camel's "Smoke Rings"

Glen Gray's Orchestra, organized less than four years ago, has enjoyed an unprecedented rise to a front rank position among outstanding dance orchestras. The band holds a record of having played over seventy college and university functions in forty states in three seasons. Originally banded together to fill a brief engagement at the Casa Loma in Toronto, the group made such an immediate impression musically that they formed a corporation, elected a set of officers and a board of directors, distributed stock, and declared quarterly dividends just as any other successful enterprise. Glen Gray is its president.

Their new Camel programs will feature outstanding arrangements of the best modern music from Europe and America. The Casa Loma theme melody, "Smoke Rings," composed by Gene Gifford, is considered a "natural" by the sponsors and will be retained for the new series.

United States Tobacco Dividend

The United States Tobacco Company declared a special dividend of $5 on the common stock and the regular quarterly dividend of $1.10 a share both payable January 2d to stock of record December 18th.

U. S. Civil Service Examinations

THE United States Civil Service Commission announces open competitive examinations for the positions of specialist in tobacco grading, associate specialist in tobacco grading, and assistant specialist in tobacco grading. Applications must be on file with the Commission at Washington, D. C., not later than January 18, 1934.

The examinations are to fill vacancies under the Bureau of Agricultural Economics, Department of Agriculture. The salaries range from $2600 to $4600 a year, less a deduction of not to exceed 15 per cent. as a measure of economy and a retirement deduction of 3½ per cent.

Competitors will not be required to report for a written examination, but will be rated on their education and experience and on a thesis or discussion. Certain specified experience, or education and experience, are required.

Full information may be obtained from the Secretary of the United States Civil Service Board of Examiners at the post office or custom house in any city, or from the United States Civil Service Commission, Washington, D. C.

Retail Tobacco Code Hearing Date Set

THE Public Hearing on the Retail Tobacconists' Code, which has been anxiously awaited, is being held in Washington this morning (December 15th) in the Mayflower Hotel. It is sincerely hoped that the outcome of the hearing will be an immediate improvement in the retail and wholesale tobacco products field.

Stanwyck for the Holidays

By the time this issue reaches subscribers' hands, shipments will have started on the Stanwyck, new five-cent product of the Pennstate Cigar Corporation, according to Walter Katzenstein. The Stanwyck is a long filler, Connecticut shade wrapper, large perfecto, and early orders indicate that it will make a successful addition to the Hilo and Envoy lines of the company.

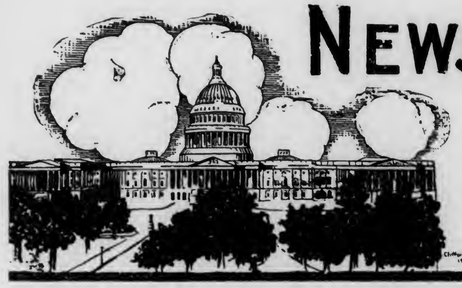
On his return from a midwestern trip last week, Mr. Katzenstein reported excellent sales for December delivery and made the prediction that the Pennstate brands will be healthily represented in Christmas business. The factory has been working on two shifts.

Chicago Retailers in National Body

The Greater Chicago Branch of the Retail Tobacco Dealers of America, Inc., 11 South Dearborn Street, Chicago, Ill., has joined the national association of retail tobacconists, whose headquarters are at 233 Broadway, New York City. The officers of the newly affiliated member are John Maute, president, and Otto E. Schaefer, secretary. The Greater Chicago Branch of the R. T. D. A. represents the entire city of Chicago, and has a membership of several thousand.

George W. Helme Dividend

George W. Helme Company, manufacturer of snuff and ground tobacco, declared a $2 extra dividend and the regular quarterly disbursement of $1.25 on the common stock, payable January 2d to stock of record December 16th. A similar extra has been paid at the end of each year since 1928.



NEWS FROM CONGRESS AND FEDERAL DEPARTMENTS

FROM OUR WASHINGTON BUREAU 622 ALBEE BUILDING

IN his report, the Secretary discussing the processing taxes made effective October 1st, makes the following comment:

"The problems relating to the taxation of tobacco are complex. Notwithstanding the fact that tobacco products have long been subject to internal-revenue taxes, the levying of processing taxes raises questions involving both the equivalence and equities of tax rates.

"The particular tobacco on which processing taxes are levied is taken from storage and not the tobacco on which price differentials, or fair-exchange allowances, are established. Seldom will it be found that the quality of crops and farm prices of tobacco removed from storage will be the same as the quality and farm price of the current crop. Also, during the period of aging and fermentation tobacco undergoes losses of weight amounting to as much as 20 per cent. of farmers' selling weights. Thus the differences of weight have to be taken into account in making the tax levy.

"The application of a given rate of tax uniformly over all grades and qualities of a given kind of tobacco, on some of which farm prices regularly vary several hundred per cent., may cause shifts in the consumption of these grades and qualities. Furthermore, in taxing one kind of tobacco at one rate and other kinds at different rates there is danger that competitive relationships between types may be disturbed. In dealing with all these problems the Administration will need to proceed carefully and cautiously. If it is found that, as a result of a particular taxing program, shifts in consumption are taking place, the policy will be to take such steps as may be necessary to correct the situation."

PLANS are under consideration by the Agricultural Adjustment Administration and the Bureau of Agricultural Economics to provide tobacco grading service, free to growers, on a few selected markets in the burley districts. Such a service would help growers in the sale of their crop and obtain information on current prices by grades needed in connection with acreage adjustment programs.

Tobacco grading supplemented by market news service to show the average price for each grade has been in successful operation for several years in important tobacco growing districts of Kentucky, Tennessee, Virginia and other Eastern States. Demand for the service has increased this year and several important markets in the flue-cured district are being covered. Under a State law all tobacco in the Virginia fire-cured district must be graded; and preparations have been made by the bureau for grading shade-grown cigar wrapper tobacco of the Connecticut Valley.

The Department of Agriculture has found it impracticable to comply with requests for grading the entire burley crop because of the difficulty of obtaining and training quickly the large number of graders required, but as an alternative has sent inquiries to the local tobacco boards of trade in some of the more important markets to ascertain whether the warehousemen would be willing to co-operate in making grading and market news service available to their growers this year. The Department plans to make the selection of markets as quickly as possible and inaugurate the service in December.

On markets selected, the service will be supplied without cost to the growers, and probably no expense to warehousemen other than that of furnishing tickets of approved form.

PROBLEMS involved in the application of the Agricultural Adjustment Act to tobacco and the steps which have been taken to make the acreage reduction plan effective are discussed at length by Secretary of Agriculture Wallace in his annual report, just made public.

Twenty-five distinct types, produced wholly within the United States and presenting differences due largely to the varieties of seed, climate and methods of curing, grouped into six classes of flue-cured; dark fire-cured; light air-cured and dark air-cured; cigar binder, cigar filler and cigar wrapper, had to be taken into consideration.

IT IS perfectly natural," the Secretary pointed out, "that the existing situation with respect to the principal types of tobacco should present a complex picture. Inevitably, the changing modes of world consumption, the unfavorable influence of trade restrictions, and the increasing competition of foreign-grown tobacco have been reflected on producers of the different types in the United States with varying degrees of intensity. Prices for nearly all types reached record low levels in the crop year 1931-32, following which material reductions were made

(*Continued on Page 17*)

Musings of a Cigar Store Indian

By Chief "Young-Man-Smoke-Cigars"

FIRST place in this current hodge-podge of news and comment about tobacco and its products is awarded to the *Baltimore Sun's* recent editorial on Mrs. Louise Jopling-Rowe, who died on November 19, 1933. Here is how the editorial scribe immortalizes the English woman to whom is given the credit for the development of cigarette smoking among the fair sex:

It is to be hoped that due recognition, in bronze or marble, will be accorded Mrs. Louise Jopling-Rowe, the first woman in England to smoke a cigarette, who died in London the other day at the ripe age of ninety. With Sir Walter Raleigh, Calverly and Sir James Barrie, she has earned a niche in the smokers' hall of fame. With Susan B. Anthony, Lady Godiva and Mrs. Pankhurst, she deserves recognition as a pioneer in the great crusade to remove all but the most elementary differences between the sexes. In priority, if not in intensity of nicotine consumption, Mrs. Jopling-Rowe outranks Amy Lowell, who smoked cigars.

CONSIDER the momentous consequences of what this lady, an intimate of the Edwardian Court, did. Not only did she accomplish a revolution in the habits of women, but she accomplished a revolution in the way men regard women. With no exact knowledge of the precise date upon which Mrs. Jopling-Rowe first smoked her first cigarette, it is taking no great risk to state that at that time it was the common saying, at least in America, that "a woman who would smoke a cigarete would do anything." How *tempora et mores* have changed! At first a wife would say, "I certainly do envy a man his cigar. It calms the creature down so nicely." A little later it was, "Well, I might try one." The advertisements first put lovely ladies in the presence of smoking gentlemen. Then a daring illustrator put a cigarette in a female hand. By 1929 stockbrokers were assuring the purchasers of the tobacco stocks that the conversion of the ladies would double their dividends. And now anybody can see how things are.

All this time, Mrs. Jopling-Rowe had been smoking cigarettes, we imagine, for something like fifty years. A half century ahead of her time, such as it was! Surely the girls owe Mrs. Jopling-Rowe a great big hand. For, after all, once it became known that a lady friend of King Edward had been smoking all that time, girls might have known that they wouldn't have to smoke in the washroom forever.

BUT Mrs. Elizabeth (Grandma) White, eighty-one, who has smoked a pipe for thirty years, says: "A pipe's decent. If women want to smoke, let them smoke a pipe, like I do. Cigarettes are very harmful. I wouldn't be caught smoking one." . . . Tobacco was money back in early Colonial Virginia days, when a planter was able to buy anything he wanted in exchange for the weed. . . . What is said to be the highest price ever paid for tobacco on the open market was $3.10 per pound, during the Richmond Exposition, in Richmond, Va., in 1882, when S. P. Carr sold a hogshead of burley at that price, netting $4555.90.

BACK in the year of its origin, 1736, the Philadelphia Fire Department was supported chiefly by money obtained from persons who were fined for smoking on the street. . . . Down in Wheeling, W. Va., detectives searched the automobile of two men who were selling standard brand cigarettes below wholesale prices, and found 250 cartons of sawdust-filled imitations of real cigarettes. . . . A wag commenting recently on the action of two tobacco states in voting against repeal, said: "Three jeers for the Carolinas for trying to block the will of their sister States. Now let's outlaw tobacco. These two States should be among the first to wipe out this dirty weed." . . . After debating in the Senior Chamber of the Hungarian Houses of Parliament, members retrieve their own unfinished cigar butts, which they have left in numbered cigar racks, provided for that purpose.

THE king of cigarette cards collectors is Ernest Harrod, of Ireland, who has a total of over 80,000 cards, including nearly seven hundred complete sets, and over 1400 titles, in the collection which he has been amassing since 1908. . . . Ash trays for smokers are part of the equipment of the "summer courtroom" of Federal Judge John M. Woolsley, of the southern district of New York, at Petersham, Mass., where he vacations. . . . A long-stemmed clay pipe, dating back to 1760, was the object of the first attempted thievery from the $18,000,000 Pennsylvania Museum of Art, in Philadelphia. An attendant, noticing the disappearance of the pipe from a table in the Pennsylvania Dutch Exhibition Room, followed a suspect to a nearby washroom and found the pipe under the man's coat.

A PIPE and a carpet sweeper figured as cruelty grounds for divorce between a couple in Trenton early in the month . . . the wife charged that her husband smoked an old pipe packed with strong tobacco and blew the smoke in her face . . . he retaliated with the allegation that she deliberately ran the carpet sweeper over his feet . . . the Advisory Master opined that the differences were irreconcilable and recommended a divorce in his report to the Court of Chancery.

Approved Code of Cigar Container Industry Effective December 11

HAVING gained the approval of President Roosevelt on November 27th, after evoking laudatory comments from Administrator Johnson for the spirit of co-operation manifested by the manufacturers in its preparation, the Code of the Cigar Container Industry became effective on Monday, December 11th. Members of the industry will meet at the Hotel Benjamin Franklin, Philadelphia, on December 16th, to name the Code Authority, as specified in the document. The Code follows:

Article I—Purposes

This Code is an undertaking in self-government subject to the supervision of the Administrator of Title I of the National Industry Recovery Act for the purpose of increasing employment, establishing fair and adequate wages, effecting necessary reduction of hours, improving standards of labor, and eliminating unfair trade practices, to the end of rehabilitating the Cigar Container Industry, avoiding further depletion and destruction of capital assets and enabling it to do its part toward establishing that balance of industries which is necessary to the restoration and maintenance of the highest practical degree of public welfare. Upon being approved by the President, this Code shall constitute the standards of Fair Competition for the Cigar Container Industry, and shall be binding upon every member thereof.

Article II—Definitions

(a) The term "Cigar Container Industry" as used herein includes the manufacture for sale or for use by the manufacturer of all types of cigar containers which are required by federal laws or regulations to bear a factory number and which are subject to the provisions of the Internal Revenue acts of the United States and regulations issued thereunder, as now in force or as hereafter amended.

(b) The term "employee" as used herein includes anyone engaged in the industry in any capacity receiving compensation for his service irrespective of the nature or method of payment of such compensation.

(c) The term "employer" as used herein includes anyone by whom such employee is compensated or employed.

(d) The term "member of the industry" includes anyone engaged in the industry as above defined, either as an employer or on his own behalf.

(e) The terms "President", "Act", and "Administrator", as used herein, shall mean respectively the President of the United States, the National Industrial Recovery Act, and the Administrator of Title I of said Act.

(f) The term "Association" as herein used means the National Cigar Box Manufacturers Association.

Article III—Hours of Labor

(a) Except as hereinafter otherwise provided no employee shall be permitted to work in excess of forty hours in any one week.

(b) The maximum hours fixed in the foregoing provision shall not apply:

1. To employees in an executive or supervisory capacity receiving $35.00 or more per week;

2. To watchmen, firemen, delivery or repair crews; provided, however, that the number of such employees shall not exceed 10 per cent. of the total number of employees in any single plant; and provided further, that one and one-half times their normal rate shall be paid to all such employees for hours worked in excess of the maximum weekly hours (forty hours) hereinabove provided.

(c) The members of the industry may, if necessary to meet customers' requirements, during the season of peak demand beginning September 10th and ending December 10th, after application to and approval of the Authority, permit employees to work not more than forty-eight hours in any one week; provided, however, that the average weekly hours of any employee in any six months' period shall not exceed the maximum hours specified in section (a) of this Article.

(d) Members of the Industry shall not operate productive machinery in the industry nor engage employees for more than one shift of eight hours per day; provided, however, that during seasons of peak demand hereinabove referred to, productive machinery may be operated and employees engaged not more than nine and one-half hours in any one day.

(e) No employer shall knowingly engage any employee for any time which when totalled with that already performed with another employer or employers, exceeds the maximum permitted herein.

Article IV—Minimum Wages

(a) No employee shall be paid less than the rate hereinbelow set forth for the territory designated:

1. Washington, Oregon, California, Utah, Nevada, and Colorado (north of 38 degrees north latitude), 40¢ per hour.

2. All the remainder of the United States north of 39 degrees, 43 minutes north latitude, 32½¢ per hour.

3. All the remainder of the United States south of 39 degrees, 43 minutes north latitude 30¢ per hour.

(b) Persons who are limited in their earning power through physical or mental defects, age, or other infirmities, may be employed on lighter duties below the minimum wage hereinabove provided and for longer hours than are herein authorized if the employer obtains from the State Labor Commission a certificate authorizing the employment of such employees in such manner; provided, however, the number of such employees shall not exceed five per cent. of the total number of employees in any plant nor receive less than 80 per cent. of the minimum wage required by this Code.

(c) This article establishes a minimum rate of pay regardless of whether an employee is compensated on a piece rate, time rate, or other basis.

(d) The weekly compensation effective June 15, 1933, in excess of minimum wage hereinabove specified shall not be reduced, notwithstanding that the hours of work in any such employment may be reduced.

(e) The wages of all employees receiving more than the minimum rates herein prescribed shall be

equitably adjusted and the differentials existing prior to the date of the approval of this Code maintained.

(f) Female employees performing substantially the same work as male employees shall receive the same rate of pay as male employees.

(g) The minimum wages hereinabove specified shall not apply to apprentices or learners; provided, however, that the total number of such apprentices and learners shall not exceed 5 per cent. of the total number of employees engaged by a member of the industry in any one plant; and provided further that the wages paid to such apprentices and learners shall not be less than 80 per cent. of the minimum rates hereinabove specified; and provided further that the period of apprenticeship or learning shall not exceed eight weeks.

Article V—General Labor Provisions

(a) Employees shall have the right to organize and bargain collectively through representatives of their own choosing, and shall be free from the interference, restraint, or coercion of employers of labor, or their agents, in the designation of such representatives, or in self-organization, or in other concerted activities for the purpose of collective bargaining or other mutual aid or protection.

(b) No employee, and no one seeking employment, shall be required as a condition of employment to join any company union or to refrain from joining, organizing, or assisting a labor organization of his own choosing.

(c) Employers shall comply with the maximum hours of labor, minimum rates of pay, and other conditions of employment, approved or prescribed by the President.

(d) No person under sixteen years of age shall be employed in this Industry, nor anyone under eighteen years of age at operations or occupations hazardous in nature or detrimental to health. In any State an employer shall be deemed to have complied with this provision if he shall have on file a certificate duly issued by the authority empowered to issue employment certificates showing that the employee is of the required age.

(e) Home work shall not be permitted.

(f) Within each State no provision of this Code shall supersede any laws of such State imposing more stringent requirements on employers regulating the age of employees, wages, hours of work, or health, fire, or general working conditions, than provided under this Code.

(g) Employers shall not reclassify employees or duties of occupations performed by employees so as to defeat the purposes of the Act.

(h) Each employer shall post in conspicuous and accessible places full copies of this Code.

Article VI—Administration

To effectuate further the policies of the Act, a Code Authority, hereinafter referred to as the Authority, is hereby constituted to co-operate with the Administrator in the administration of this Code.

1. *Organization and constitution of Code Authority.*

(a) The Code Authority shall consist of seven individuals or such other members as may be approved from time to time, by the Administrator, to be selected by a fair method. The Administrator, in his discretion, may appoint additional non-voting members to represent the President. The Code Authority shall be the official agency of the Industry for the Administration of this Code.

(b) The Code Authority shall be selected as follows:

Within thirty days after the approval of this Code by the President, the proponents of the Code, the National Cigar Box Manufacturers' Association, after due and reasonable notice to the Industry, shall call a meeting of the members of the Industry for the purpose of selecting the members of the Code Authority. At such meeting and election, each member of the Industry shall be entitled to one vote either in person or by proxy and the notice of such meeting shall so specify.

One member of the Code Authority shall be selected by the National Cigar Box Manufacturers' Association; one member of the Code Authority shall be selected by the Eastern Cigar Box Manufacturers' Association; one member of the Code Authority shall be selected by the Western Cigar Box Manufacturers' Association; and one member of the Code Authority shall be selected by members of the Industry who are not members of any of the Associations hereinabove named.

Each member so selected shall be the representative of the group by whom such member is elected. The remaining three members of the Code Authority shall be elected by a majority vote of all members of the Industry present in person or by proxy.

(c) Each trade or industrial association directly or indirectly participating in the selection or activity of the Authority shall—

1. Impose no inequitable restriction on membership, and

2. Submit to the Administrator true copies of its articles of association, bylaws, regulations, and any amendments made thereto, together with such other information, as to membership, organization, and activity as the Administrator may deem necessary to effectuate the purposes of this Act.

(d) In order that the Code Authority shall at all times be truly representative of the Industry and in other respects comply with the provisions of the Act, the Administrator may provide such hearing as he may deem proper; and thereafter if he shall find that the Code Authority is not truly representative and does not in other respects comply with the provisions of the Act, he may require an appropriate modification in the method of selecting the Code Authority.

2. *The Authority shall have the following duties and powers to the extent permitted by the Act, subject to the right of the Administrator on review to disapprove or modify any action taken by the Authority.*

(a) The Authority shall be the General Planning the Administering Agency of this Code.

(b) The Authority may make such rules and regulations and impose upon members of the Industry such restrictions as may be necessary to administer this Code.

(c) The Authority is also set up to co-operate with the Administrator in making investigation as to the functioning and observance of any provisions of this Code, at its own instance, at the request of the Administrator, or on complaint of any person affected, and report the same to the Administrator.

(d) The Authority shall co-ordinate the Administration of this Code with such codes, if any, as may affect this Industry, or any related industry, with a view to promoting joint and harmonious action upon matters of common interest.

IT TAKES HEALTHY NERVES—

TO BE A CHAMPION
BRONK RIDER!
RIDE 'EM COWBOY! It sure takes healthy nerves to stay on board a fighting bronk! "Camels are my smoke," says Eddie Woods, cowboy champion. "They never jangle my nerves."

Steady Smokers turn to Camels

EDDIE WOODS, twice all-round cowboy champion at the famous Calgary Stampede, "top hand" of the cowboy world, says:

"Ten seconds on the back of an outlaw horse is about the hardest punishment for a man's nerves that anybody can imagine. To have nerves that can take it, I smoke only Camels. I've tried them all, but Camels are *my* smoke! They have a natural mildness that appeals to me, and I like their taste better. Most important of all, Camels do not jangle my nerves, even when I light up one Camel after another."

☼ ☼ ☼

If *you* are nervous...inclined to "fly off the handle"... change to Camels. Your own nerves and taste will confirm the fact that this milder cigarette, made from costlier tobaccos, is better for steady smoking.

"I'M DEVOTED TO riding. Even if I am not in the championship class I need *healthy nerves.* And Camels are the *mildest* cigarette I know!"

IT IS MORE FUN TO KNOW
Camels are made from finer, MORE EXPENSIVE tobaccos than any other popular brand.

A MATCHLESS BLEND

CAMEL'S COSTLIER TOBACCOS

NEVER GET ON YOUR NERVES...NEVER TIRE YOUR TASTE

Copyright, 1933, R. J. Reynolds Tobacco Company

(e) The Authority shall designate such divisional agencies to assist in the proper supervision and operation of this Code as it may deem wise and may delegate to said agencies such power granted by this Code to the Authority as in its judgment may be necessary to the efficient and effective operation thereof. The Authority may from time to time change the personnel of any agency which it has appointed, or modify the powers delegated thereto. The Authority shall, however, reserve final responsibility with respect to any powers or duty delegated by it.

Article VII—Code Reports and Participation

(a) In order that the President may be informed of the extent of the observance of the provisions of this Code and of the extent to which the declared policy of the National Industrial Recovery Act is being effectuated in the Cigar Container Industry, the Authority shall make such reports as the Administrator may require, periodically, or as often as he may direct, and each member of the Industry shall make such sworn or unsworn reports to the Authority, periodically, or as often as it may direct, on wages, hours of labor, conditions of employment, number of employees, production, shipments, sales, stocks, prices, and other matters necessary for the Administration of this Code as the Authority may require.

(b) Members of the Industry shall be entitled to participate in and share the benefits of the activities of the Code Authority and to participate in the selection of the members thereof. Those who participate or accept the benefits of the activities of the Authority shall pay their reasonable share of the expense of its administration of this Code. The reasonable share of the expenses of administration shall be determined by the Code Authority, subject to review by the Administrator, on the basis of volume of business and/or such other factors as may be deemed equitable to be taken into consideration.

(c) Statistical information required by the Code Authority in accordance with the provisions of this Code shall be deemed confidential and shall not be divulged to any member of the Industry, or any other person, except in summary, but shall be made available to the Administrator upon request and may be used to facilitate the administration of this Code. In the event that summary information in effect divulges the identity of individual members of the Industry it shall not be revealed to any other member of the Industry except upon the written permission of said member.

(d) In addition to the information required to be submitted to the Code Authority, there shall be furnished to government agencies such statistical information as the Administrator may deem necessary for the purposes recited in Section 3 (a) of the Act.

Article VIII—Cost Protection

(a) The Authority shall employ a firm of representative certified public accountants to formulate and submit to it a uniform method of cost inclusion and application, and when this shall have been adopted by the Authority, and approved by the Administrator, each member of the industry shall immediately proceed definitely to determine the cost of each type of container he produces in accordance with the method so adopted, and with regulations issued by the Authority thereunder. Members of the Industry shall be entitled, if they so desire, to employ their own certified public accountants, provided that in ascertaining their costs through their own certified accountants they shall comply with the requirements of the uniform method of cost inclusion adopted and approved as herein provided.

(b) Whenever and so long as the Authority determines that it will contribute toward the accomplishment of the declared purposes of the Code, and whenever it is satisfied that it is able to determine the costs under the uniform method hereinabove mentioned, the Authority is authorized to establish, and from time to time revise, minimum prices, to protect the cost of the various types of containers manufactured by the Industry. Such minimum prices shall be established with due regard to the maintenance of free competition among the various types of containers with the products of other industries, and to the encouragement of the use of said products; and shall be not more nor less than the weighted average costs determined as provided in this Article and under such rules and regulations as the Authority may from time to time adopt and issue. The original average weighted cost and any revisions thereof as provided for herein shall be approved by the Administrator as equitable and fair before being announced by the Authority.

(c) Until the Authority shall have established minimum prices as provided in Section (b) hereof, no member of this Industry shall sell any type of container below his own cost as established in paragraph (a) excepting to meet the competition of a lower cost producer, and, upon being notified by the Authority that it has established a minimum price for any type of container, as provided in paragraph (b), no member of the Industry shall sell any such container below that minimum price.

Article IX—Cancellation or Modification

This Code, and all the provisions thereof, are expressly made subject to the rights of the President, in accordance with the provisions of subsection (b) of Section 10 of the National Industrial Recovery Act, from time to time to cancel or modify any order, approval, license, rule, or regulation issued under Title I of said Act, and specifically, but without limitation, to the right of the President to cancel or modify his approval of this Code, or any conditions imposed by him upon his approval thereof.

After due notice and hearings this Code may be amended upon the recommendation of the Code Authority or any interested party or group, or upon the Administrator's own notice, and any modification so arrived at shall be effective when approved by the President.

Article X—Monopolies

(a) This Code shall not be construed, interpreted, or applied so as to promote or permit monopolies or monopolistic practices, and shall not be availed of for that purpose.

(b) The provisions of this Code shall not be so interpreted or administered as to eliminate or to oppress, or to discriminate against small enterprises.

Article XI—Violations

Violation by any person of any provisions of this Code, or the submission of any false statement or report to the President, or to the Authority, shall constitute an unfair method of competition, and the offender shall be subject to the penalties imposed by the National Industrial Recovery Act.

—*about* Cigarettes

Of all the ways in which tobacco is used the cigarette is the mildest form

YOU know, ever since the Indians found out the pleasure of smoking tobacco, there have been many ways of enjoying it.

But of all the ways in which tobacco is used, the cigarette is the mildest form.

Everything that money can buy and everything that Science knows about is used to make Chesterfields. The tobaccos are blended and cross-blended the right way — the cigarettes are made right — the paper is right.

There are other good cigarettes, of course, but Chesterfield is

the cigarette that's milder
the cigarette that tastes better

Chesterfield

They Satisfy.. just try them

© 1933, Liggett & Myers Tobacco Co.

Article XII—Rules of Fair Trade Practice

(a) No member of the Industry shall make, or permit to be made, direct quotations of prices, terms, or quantities guaranteed for a period in excess of thirty days.

(b) No member of the Industry shall grant cash discounts in excess of "2%, ten days, e.o.m.", or "thirty days net, e.o.m.", nor extend credit in excess of sixty days from net due date.

(c) No member of the industry shall secretly offer, allow, or permit to be given any rebates, commissions, refunds, credit, free goods, unearned discounts, whether in the form of money, material, or otherwise, for the purpose of influencing a sale, nor shall a member of the industry secretly extend to any customer any special service or privilege not extended to all customers of the same class.

(d) No member of the industry shall sell cigar containers on consignment.

(e) *Commercial Bribery.*—No member of the Industry shall directly or indirectly, give or permit to be given, or offer to give, money or anything of value to agents, employees, or representatives of customers or prospective customers, or to agents, employees, or representatives of competitors' customers or prospective customers, without the knowledge of their employers or principals, as an inducement to influence their employers or principals to purchase or contract to purchase from the makers of such gift or offer, or to influence such employers or principals to refrain from dealing or contracting to deal with competitors.

(f) No member of the Industry shall use or substitute in the sale of any cigar containers any materials of a superior or inferior quality to that specified by the customer, or specified in any quotation made prior to any such sale, and accepted by the customer.

(g) *Defamation.*—No member of the Industry shall defame competitors by falsely imputing to them dishonorable conduct, inability to perform contracts, questionable credit standing, or by other false representations or by the false disparagement of the grade or quality of their goods. Any person, firm, or corporation engaged in supplying material to members of the Industry, or any employee of any such person, firm, or corporation, making or permitting to be made any false representations as to any member of the Industry, his financial standing, personal integrity, commodities, prices, or ability to serve his trade, may be reported to the Authority which shall promptly report such false representations to the proper agency of the Code of Fair Competition, if any has been theretofore approved by the President, which constitutes the standards of Fair Competition for such person, firm, or corporation.

Article XIII—Effective Date

This Code shall be effective on the second Monday after the date of its approval by the President.

Parking Problem and Retail Stores

(Continued from Nov. 15 Issue)

PERHAPS there is no more mooted phase of the traffic problem than the subject of parking. Engineers, architects, traffic experts, and police authorities, as well as merchants, have all expressed themselves on this point at length and with diverse opinions.

Streets are public property—not to be abused, but to be used with convenience for the good of the greatest number. The automobile has been a boon to humanity. Shall we ostracize it from business streets or fill business streets with so many of these vehicles that life, business, and property are in danger? Either of these methods of approach, in seeking a solution to the traffic problem, has been commented upon by traffic authorities as an invitation to the disintegration of business districts. Undoubtedly, some arrangement will be devised whereby automobiles may serve their greatest use in all areas without conflict either with each other or with other street traffic.

A few moments may be sufficient for the automobile which stops at the store entrance to discharge potential customers. But for the automobile which awaits without a driver while its occupants make their purchases, reported opinion is that either the stop of a reasonable shopping period should be allowed or else no period at all.

Conditions in but few cities are said to have reached the point where the "no parking" regulation is necessary in retail areas. But where such a regulation is deemed advisable because of extraordinary traffic congestion, the narrowness of the street, a steep grade, or some physical condition of the street, it is commonly granted by merchants that it is wisdom to employ it. In the vast majority of cities, however, parking is permitted on business streets. The length of time of the parking privilege appears to be the debatable point.

If it is desired that the length of parking time should coincide with the length of a shopping period, as is generally conceded, the question then becomes, "What is the length of a reasonable shopping period?" The present questionnaire survey shows that the "average" shopping period may range from three minutes to several hours.

When the amount of curb space at the disposal of the store is small in proportion to its automobile patronage, chauffeur-driven and owner-driven, it has been found in some instances that such space could be used to better advantage if given over to a cleared entrance way. On the other hand, when parking facilities are at a premium—that is, if adjacent stores offer cleared entrance ways with no parking privileges—it has been found to be to the advantage of a close group of stores if some of them provide parking space, even though that parking space accommodates only a few cars. If the store is fortunate enough to have sufficient curb space for both a cleared entrance way and parking, it is usually thought best that space be used for both of these purposes. As with most matters concerning traffic regulations, no set rules in use can be considered as applicable to all stores. Patronage and store location usually govern.

The Tobacco World

BAYUK BULLETIN

NRA MEMBER U.S. WE DO OUR PART

VOLUME I. DECEMBER 15, 1933 NUMBER 25

PHULOFAX

(The Retailer's Friend)

SAYS

A detective says: "I wonder what I'd do if I were the criminal," . . . and proceeds accordingly. That is, he puts himself in the "state of mind" of the criminal he wants to capture. MORAL—A good salesman arranges his sales talk based on "state of mind" of the dealer he wants to sell.

—o—

Throughout the year, a salesman contacts many folks aside from his own customers . . . he BUYS from the haberdasher, the shoe-man, etc., etc. Why not solicit business from them on your featured cigar brand for their Christmas Gifts . . . sell 'em but the order belongs to the retailer.

—o—

B. D. Y., a dealer, asks us: "Do you favor price-marking my Christmas Offerings?" Yes. Many a sale is made when price is known as against the hesitancy of buyer to ask the price.

—o—

"Tell retailers to keep a list of names and addresses of their Christmas buyers this year so as to go after them again next year" sends in O. L. M. Good idea, O. L. M.—thanks.

—o—

Cigar dealers, salesmen and all others directly or indirectly connected with the cigar business should give cigars for presents and thereby promote the business from which their own livelihood is derived . . . and what is a more appropriate present to men than cigars?

—o—

Now is not too early to plan for 1934. Are you covering all your territory? Any revision in your salesmen's routes? What is your big job in January? Etc.? Etc.?

—o—

This is a fine thought. Let E. J. S. express it . . . "I request each one of my salesmen to write me freely and frankly the manner in which he believes he can do more business in 1934. I encourage them to be critical . . . with the only restriction that when they say any 1933 plan was wrong, they must suggest a better procedure, in their opinion. All letters are carefully reviewed and many a worthy idea comes from my salesmen as a result." —o—

? ? ? ? ? ? about Alex Smart. How old is Alex? Alex celebrated the Fifth Anniversary of his 45th Birthday on June 8th.

Is Alex married? Alex WAS married and his wife is still living.

Is Alex working now? An ambiguous question.

When was Alex's picture taken as reproduced in this journal? It was taken four years ago and no reward offered for its return.

Phil M. Phulofax* D. B. I.

Associated with* **BAYUK CIGARS, INC., *Philadelphia—Makers of fine cigars since 1897*

MEMOIRS OF ALEX SMART

Super-Salesman Demonstrates Sure-fire Sales Diplomacy

The One-and-Only Alex Smart, the man who has held a thousand jobs (and no wonder) in this instalment of his astounding memoirs reveals his painless method of turning bad debts into worse ones.

Don't mind saying that when the Boss gave me those three or four days off and invited me to see him the next morning, I felt pretty chipper . . . maybe, he had it in his head that I could be talked into becoming a partner on basis of my putting up my surplus brains instead of so much cash. The least I could do would be to listen to his proposition.

I decided to be very cooperative and very cordial . . . so I got all dolled up and with real pep emanating from my very being, casually strolled into the office of the Boss.

"*Good* morning, Mr. Boss," said I.

"What makes you think it is a *good* morning?" said he. Before I could ask what he meant, he kept on with—"I think it is a *bad* morning for you 'cause you and I are quits . . . you can't work for me another minute . . . here's your money for the rest of the week. . . . As a little bit of advice, don't tell anyone I paid you for working as a salesman because you might go to jail for obtaining money under false pretense."

The second he got through with his harangue, I jumped to the conclusion that I wouldn't work for him under any consideration. . . . His big gag in employing salesmen was that they should go out and sell enuf stuff so that the House could make some profit . . . that salesmen should have what he called "initiative" but must abide by the policy of the House . . . that someone had to be in authority and maybe the fellow that had his own money at stake should be selected to exercise that authority. Get me right, I don't endorse these erratic ideas . . . I'm just setting forth the wonderful wanderings of this particular Boss' mind. To my own way of thinking if this Boss had one real thought in his head, that thought would die of lonesomeness.

Outsmarting a Dead Beat

I don't want to divorce myself from this jobber without relating an incident on post-dated checks.

In my self-acknowledged broad-mindedness, I'll agree that at a general meeting of all the suffering salesmen of this jobbing house, all of us were brow-beaten into the decision not to deliver more merchandise on post-dated checks. At the time of this meeting, I had a date and am ready to confess I didn't get all that was said on the subject of post-dated checks. At that, I was a business man together with being a top-notch salesman and what matters if I were a little inattentive . . . strong probabilities are that I handled more post-dated checks in my checkered career than the Boss himself and if one is to learn from experience, I knew all there was to know about baggage checks and rubber checks as well as post-dated checks.

But to stick to my subject—one of our customers owed us $48. The invoice was 90 days old and for some reason or other the Boss classified it as a "past due bill." When I called on him this certain day, I was very careful not to mention the money he owed us because he might get a little peeved and not be inclined to give me an order.

So I got the order first and delivered the goods . . . following thru on my systematic manner of procedure, I then asked him if he felt as tho he would like to pay the old bill. He seemed to be in good humor so I took no chance of offending him by diplomatically bringing the subject up with him.

He said that maybe if he owed the bill, perhaps, he might as well consider paying it. He didn't ask me to but I took the cash discount off and told him the amount was $37.04. He then remarked that he just remembered he had another bill to pay to another house that were pressing him pretty hard but promised me if I came in the following week, he'd give me a check. Felt that I'd catchell after delivering the merchandise if I didn't take check back to Boss. Of course, I couldn't tell him that but, as in all cases of emergency, my old thinking tank worked fast and I replied, "I'm going to be busy next week . . . suppose you give me a check and date it next week." Man, he fell for that like a ton of bricks. Readers, there's a striking demonstration of diplomacy.

"Goodbye Boss, I'm Through!"

Well, the next week I was in the office and heard the Boss ask the bookkeeper how much Bill Nogude owed . . . commented that he could only owe one bill but what was the amount. Bookkeeper said, "What's the matter, Boss, with Nogude?" And the Boss replied, "He blew up yesterday and skipped town."

When the Bookkeeper told the Boss he owed one bill and had one post-dated check, the Boss just was dumbfounded but I had my say, you can bet your life. "Boss, how did I know he'd fly the coop before he paid the check? What do you think I am,—a mind-reader . . . and at that, even if he did stick us for $100 or so, that's just $100 less volume of business your competitor done, and if we were the only house that got hooked, it was because he didn't owe the other jobbers anything. They were too dumb to sell him."

I coulda said plenty but the Boss calmly said, "Please, Alex, get out on your route before an accident happens that might earn me a Medal of Honor. If you were to sell your brains, you'd never be able to deliver them. Please, go to work . . . no, don't go to work, the shock might kill you."

Oh, I put up with plenty with that Boss and, as remarked, several paragraphs back, I was happy to have him

(*Continued in next column*)

help me make the decision to quit him. Business is business and I had my own welfare to safeguard. I didn't feel sore at the Boss . . . in a way, I felt sorry for him . . . he might get somebody to take my route but he'd never get anyone to take my place . . . no one who had the business ideas I had.

Maybe, the fault was that I couldn't sell 'em to this particular Boss but you can't even sell grave stones to a dead man so that's no reflection on me. I was now going to offer what I had to some manufacturer . . . chances were that at least fifty had heard about me and I'd make 'em bid for my services.

In the next installment Alex the Great breaks into the big league. This time, it is a manufacturer who is given the opportunity of going places under the guidance of "Brains" Smart. But—as Alex finds—manufacturer or jobber, they're all alike. The bigger they are, the dumber. Don't miss this next one.

—THE EDITORS

TAKE A TIP FROM THE DEPARTMENT STORE

Mr. Cigar Merchant, put your hat on and make a little tour of the department stores in your town. We can promise you a liberal education in how to make *your* store Christmasey.

This is the one time of the year when women are large purchasers of cigars. Make your store attractive to them. Clean up, brighten up, doll up your shop.

Make eye-catching displays of your pipes, cigar lighters and smokers' accessories. Pay special attention to your displays of cigars, particularly those with Christmas wrappers. Put up the attractive posters furnished by the manufacturers. That's what they're made for.

And don't be bashful about putting big, readable price tags on everything. Some customers, particularly women, are timid about asking prices. But a good bold price tag often makes an item look like a "bargain" even when it isn't.

WHAT STORE FIXTURES THINK ABOUT

Here's a conversation overheard in one cigar store by our old friend, John Quigley:

SHOW CASE: If the boss would wash my face once in a while, the customers would be able to see what I have to offer.

SHOW WINDOW: Wish I worked for that smart merchant across the street. Look at me. I've got the higgle-de-piggledies. If the boss would only arrange me neatly I could be putting dollars in the cash register instead of a poor impression in the public's mind.

FEATURE COUNTER: I used to make a lot of money for the boss when I carried quality brands. Now, I'm nothing but a bargain counter. And no matter how we cut prices the fellow down the street can always go us one better.

LIGHTS: There are six of us in the store, but only one or two of us on duty most of the time. It may cost the boss a few pennies to keep us all lit up. But it's costing him *dollars* not to.

We only hope, Mr. Retailer, your fixtures aren't saying things like that about you.

BAYUK BRANDS BUILD BUSINESS

Bayuk Philadelphia Perfecto
Havana Ribbon
Mapacuba
Charles Thomson
Prince Hamlet

PHILADELPHIA.

Load Santa Claus With Cigars

THAT'S a lot of bolonish bunk," says Frank Trufax, distributor of Bayuk Cigars, corner of Knowledge and Experience Streets, Anytown, U. S. A., in his eighty-third letter of a series, this one addressed to the guy who believes that "there ain't going to be no Christmas business this year."

"If there's a December 25th this year, there's going to be a Christmas this year, and you can't tell me that all the calendar makers made the same mistake. Maybe the big boss at the furniture factory is not going to give $20 gold pieces, but he is going to give something. Maybe Mom isn't going to give Pop a set of 24-karat, gold, diamond-studded cuff links, but she is going to give him something.

"And that something can be cigars, if the chap who sells cigars SELLS cigars. Old Santa Claus will have just as many presents in his pack as ever before, but maybe not so expensive. Cigars are the most acceptable, non-expensive remembrance that money can buy. But Sis, Mom, Pop, the boss and the whole shebang can't buy Christmas cigars if your customers haven't got Christmas cigars to sell, and you, my salesmen, are the sellers of cigars. The first play is up to you.

"Get the cigars prominently displayed and let cigars holler the appropriate answer to Mr. and Mrs. Shoppers' question: 'What'll I give him for Christmas?'"

Harry Catlin, Bayuk salesman stationed at New York, was a recent visitor at headquarters. . . . Eli Witt Cigar Company, Tampa, Fla., is making nice progress in the sales of Bayuk Phillies in its territory. . . . Henry Gunst, associated with Cliff Weil Cigar Co., Richmond, Va., was a dropper-inner last week at Ninth Street and Columbia Avenue. . . . Roy Barkman, Michigan territorial manager, was also at headquarters, pressing for additional shipments of holiday packages.

Mrs. Sigmund Rothschild

Mrs. Sigmund Rothschild, mother of Harry S. Rothschild, president of Bayuk Cigars, Inc., died on Wednesday, December 6th, in Detroit, where she had lived for many years. She was in her ninety-first year. She will be sadly missed by a wide circle of friends.

Trade Notes

Briggs smoking tobacco (P. Lorillard & Co.), distributed here through Yahn & McDonnell, is enjoying a splendid sale, particularly in the wooden one-pound kegs, and has every evidence of becoming a leader in this territory among the high-grade brands.

Grabosky Bros., Inc., 21 N. Second Street, are experiencing a splendid volume of business on their Royalist cigar which is keeping the factory running to capacity. New territories recently opened are contributing their share to this fine volume.

Yahn & McDonnell are announcing a reduction in the retail price of the Blackstone panetela extra, formerly priced to retail at ten cents. The established retail price is now two for fifteen cents, with the wholesale price reduced accordingly, and retailers and consumers are responding to the new price in splendid fashion.

John Wagner & Sons report a heavy demand for Don Sebastian and Garcia y Vega brands, so that the factories in Tampa are being pushed to their utmost to keep them supplied.

Their own Monticello brand of cigars, cigarettes and smoking tobacco is also enjoying a splendid call at this time.

Due to unsettled labor conditions in Havana, no shipments of these imported cigars are being made, which is very unfortunate, particularly at this season of the year.

What, to our mind, is the most beautiful display in the tobacco field in this city, is to be seen in the M. J. Dalton window, 617 Chestnut Street, arranged by John Flanigan, of that stand. The background is of beautiful white curled plush with a delightfully attractive display of famous brands of cigars, and smokers' accessories. Cigars displayed include such famous brands as Corona, As You Like It, Bering, Medalist, Partagas, etc., with just enough fine pipes, lighters, ash receivers, etc., neatly arranged so as to make the display unusually attractive.

News from Congress

(*Continued from Page 6*)

in the 1932 acreage. In the crop year 1932-33 prices of burley and the flue-cured types showed considerable improvement, prices of other non-cigar types also increased slightly, but prices of the cigar types declined to new low levels."

Decision to apply the provisions of the Adjustment Act to the cigar types first was motivated largely by the fact that growers of these types were suffering more acutely from the accumulation of surplus than the growers of any other types. To this was added the further consideration that, at the time the tobacco sections of the Agricultural Adjustment Administration was created, the planting of the 1933 crop of cigar tobacco was not as far advanced as the planting of other tobaccos, and it was believed that a plan for acreage reduction for 1933 could be put into operation more effectively for the cigar types.

TWO projects were undertaken to reduce the size of the 1933 crop of cigar tobacco, it was pointed out, the most extensive of which related to the four districts producing filler and binder types, the other to wrapper types, it was explained. In initiating this program, the Administration encountered but few difficulties, the most important being the inability of many farmers to understand why they should be limited in the use of the land on which payments were made when it was taken out of tobacco production. Another difficulty related to the base tobacco acreage, and it was found that "some growers adjusted acreage in an effort to help improve the tobacco-supply situation, but probably most of them had in mind improving their own financial position."

Production Adjustment Plan

Under the terms of the cigar-leaf production adjustment plan, growers in the Wisconsin-Minnesota district are given an opportunity to bring the supply of their product in line with market requirements without having to sacrifice their income from tobacco in so doing. Growers who make the required reductions will be paid for doing so.

Commenting on the plan, J. B. Hutson, acting chief of the tobacco section of the Agricultural Adjustment Administration, pointed out that it is offered on a businesslike basis. "We believe that the payments offered are large enough so that the farmers who qualify under the plan will have a larger net balance at the end of the year than those who do not qualify," Mr. Hutson said. "It is a plain and simple business proposition and we believe that after the grower studies it, he will agree with us."

Extend Time for Code Briefs

The Agricultural Adjustment Administration extended the time for filing briefs on the proposed code of fair competition for the cigar manufacturing industry to midnight, December 11th. A public hearing on the proposed code was held, November 22d and 23d. The time for filing briefs was to have ended December 4th. All briefs were filed with the Chief Hearing Clerk of the Agricultural Adjustment Administration.

P. LORILLARD COMPANY, Inc.
119 West 40th Street · New York City
Is offering an unusually attractive line of Christmas Wrapped Packages this year... packages that will help you sell *Merchandise*

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Office, 1181 Broadway, New York City

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Make tobacco mellow and smooth in character and impart a most palatable flavor

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Write for List of Flavors for Special Brands

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FRIES & BRO., 92 Reade Street, New York

Classified Column

The rate for this column is three cents (3c.) a word, with a minimum charge of seventy-five cents (75c.) payable strictly in advance.

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CIGAR SALESMAN COVERING EASTERN PENNSYLVANIA and Local Territory desires connection. Large following. Address Box No. 580, "The Tobacco World."

Newspaper and magazine advertising executive, thoroughly experienced, formerly with local newspapers and agencies, and also advertising manager. Position with firm desiring an advertising man, salesman or assistant to manager. Knows marketing, merchandising and distribution. Salary not as important as opportunity to demonstrate actual worth and ability. References the highest. Address, F. H. Riordan, 5915 Webster Street, Philadelphia, Pa.

CIGAR FACTORY SUPERINTENDENT. MORE THAN 20 Years' Experience With One of the Largest Manufacturers. Hand work or automatic machines. Address Box 560, care of "The Tobacco World."

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OFFICE AND FLOORS FOR CIGAR MANUFACTURING OR STORAGE—No parking restrictions; good location; low rent; freight elevator and loading platform. Will divide. Metals Coating Company of America, 495 North Third Street, Philadelphia.

HAVANA CIGARS

BEER WITHOUT CIGARS, IS LIKE KISSING WITHOUT LOVE—Adopt as your slogan, "Kiss your beer, but love your cigars." Specially those Havana blended, "Good to the last Puff," manufactured by A. Ramirez & Co., Post Office Box 1168, Tampa, Fla. Write them for particulars today.

Tobacco Merchants' Association Registration Bureau, 341 Madison Ave. NEW YORK CITY

Schedule of Rates for Trade-Mark Services Effective April 1, 1916.

Registration,	(see Note A),	$5.00
Search,	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS

BRIDGE OF SIGHS:—46,258. For all tobacco products. October 6, 1933. Consolidated Litho. Corp., Brooklyn, N. Y.

DAYANN:—46,265. For all tobacco products. November 28, 1933. Consolidated Litho. Corp., Brooklyn, N. Y.

TRANSFERS.

WONOVER:—27,069 (Tobacco World). For cigars, cigarettes, stogies, cheroots, chewing and smoking tobacco. Registered July 21, 1913, by Kimmig-Robinson Co., Philadelphia, Pa., and acquired by transfer by L. P. Kimmig, Philadelphia, Pa., and re-transferred to Richard Baylin, Chester, Pa., November 23, 1933.

EL CORONEL:—23,156 (Trade-Mark Record). For cigars. Registered August 22, 1900, by Godfrey S. Mahn, New York, N. Y. Acquired by transfer by L. P. Kimmig, Philadelphia, Pa., and re-transferred to Richard Baylin, Chester, Pa., November 23, 1933.

YUCANA:—32,423 (Trade-Mark Record). For cigars, cigarettes and tobacco. Registered November 19, 1906, by Godfrey S. Mahn, Perkasie, Pa. Acquired by transfer by L. P. Kimmig, Philadelphia, Pa., and re-transferred to Richard Baylin, Chester, Pa., November 23, 1933.

MAHNROSA:—46,262. For cigars. Registered November 27, 1933, by Richard Baylin, Chester, Pa. (This certificate is issued upon presentation made to us that the trade-mark or trade name herein specified, though apparently not heretofore registered in any of our affiliated bureaus, has been acquired by a transfer from L. P. Kimmig, Philadelphia, Pa., November 23, 1933.)

DON EQUESTRO:—21,888 (Trade-Mark Record). For cigars. Registered December 8, 1899, by Henry Drucker, New York, N. Y. Through mesne transfers acquired by Meyer-Mohaske Co., Detroit, Mich., and re-transferred to American Box Supply Co., Detroit, Mich., November 27, 1933.

GENERAL ALEXANDER MACOMB:—31,187 (Tobacco Leaf). For cigars, cigarettes, cheroots and tobacco. Registered February 21, 1906, by T. A. Wadsworth, Detroit, Mich. Transferred by Wadsworth-Campbell Box Co., successor to the registrant, to the American Box Supply Co., Detroit, Mich., November 26, 1933.

THE NATURAL AROMA:—14,275 (U. S. Tobacco Journal). For cigars, and **12,451** (Tobacco Leaf), for all-tobacco cigarettes. Registered April 13, 1892, and September 23, 1896, respectively, by Chas. L. Feinberg, New York, N. Y. Through mesne transfers acquired by Julius Klorfein, New York, N. Y., and re-transferred to Garcia Grande Cigars, Inc., New York, N. Y., November 28, 1933.

NATURAL AROMA:—24,530 (Trade-Mark Record). For cigars, cigarettes and tobacco. Registered May 2, 1901, by Charles Feinberg, Brooklyn, N. Y. Through mesne transfers acquired by Julius Klorfein, New York, N. Y., and re-transferred to Garcia Grande Cigars, Inc., New York, N. Y., November 28, 1933.

SEMPER BENE:—30,676 (U. S. Tobacco Journal). For cigars, cigarettes and tobacco. Registered September 11, 1905, by Chas. Stutz Co., New York, N. Y. Transferred to J. Klorfein, New York, N. Y., and re-transferred to Garcia Grande Cigars, Inc., New York, N. Y., November 28, 1933.

FAVORITE BRAND:—21,492 (Trade-Mark Record). For cigars. Registered September 22, 1899, by O. L. Schwencke, New York, N. Y. Through mesne transfers acquired by Julius Klorfein, New York, N. Y., and re-transferred to Garcia Grande Cigars, Inc., New York, N. Y., November 28, 1933.

THE CHAS. LEO CIGAR:—13,906 (U. S. Tobacco Journal). For cigars. Registered December 11, 1891, by Ch. L. Feinberg, New York, N. Y. Through mesne transfers acquired by Julius Klorfein, New York, N. Y., and re-transferred to Garcia Grande Cigars, Inc., New York, N. Y., November 28, 1933.

GILT EDGE BRAND:—21,500 (Trade-Mark Record). For cigars.

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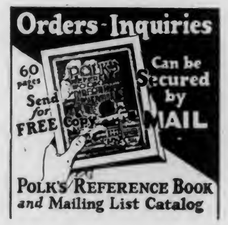

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